

### UPCOMING WEBINAR

## Domain Name System (DNS) Best Practices

**Date: 16 December 2021 (Thursday)**  
**Time: 1100 - 1230 (UTC+8)**

This webinar will introduce the common types of attacks and threats to the Domain Name System (DNS) and discuss their impacts. Speakers will also share current DNS best practices to mitigate these attacks/threats.

#### What to Expect:

- What are the various types of security attacks/threats to the DNS and their potential impacts?
- What can you do to mitigate these rising attacks/threats? What are some current best practices?

[Register for the webinar here](#)

### SPEAKERS



**Merike Kaeo**  
DNS Security Facilitation  
Initiative Technical  
Study Group (DSFI-TSG)  
Coordinator



**Graeme Bunton**  
Director,  
DNS Abuse Institute



**Han Zhang**  
Senior Software Engineering  
Manager, Salesforce

### MODERATOR



**Jia-Rong Low**  
Vice President, Stakeholder  
Engagement and Managing  
Director, APAC, ICANN



## SPOTLIGHT

# Search Engine Optimization (SEO) and Domain Names

The third webinar on 18 November focused on the topic Search Engine Optimization (SEO) and Domain Names. If you'd missed the webinar, the full recording is available on YouTube [here](#) or you can access it via the [virtual platform](#)

## What is SEO?

SEO is the process of improving your website's visibility when consumers search for keywords related to your business through search engines. Click [here](#) to learn more about SEO, as explained by Martin Tang (Exabytes Malaysia).

## What is the Zero Moment of Truth (ZMOT)?

According to Google, 53% of consumers would conduct online research before making a purchase. This discovery and awareness stage of the buying cycle is known as the Zero Moment of Truth (ZMOT). By applying the right SEO strategies, your products or services will appear in consumers' pre-purchase research, boosting your sales opportunities. SEO is thus an important business strategy.

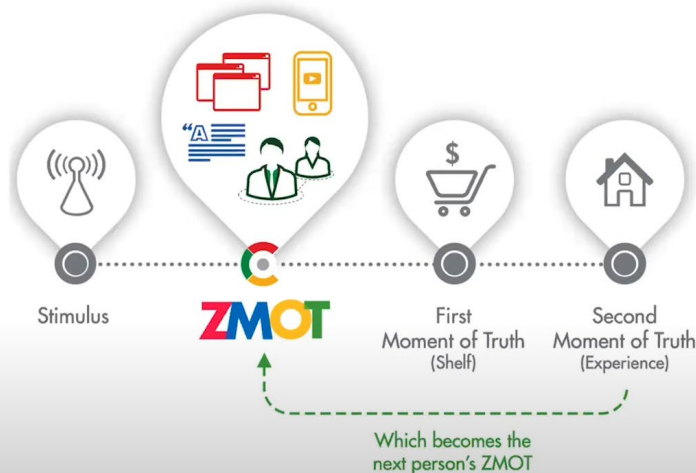
Click [here](#) for a detailed explanation by Martin Tang.

## What are multilingual domain names?

Billions of searches are conducted on search engines daily, many of which are done in local languages. The next billion Internet users will largely come from the APAC region and do not use English as their main language. This means businesses must consider the importance of domain names in local scripts (also known as Internationalized Domain Names or IDNs) to target specific economies and audiences. Learn more about IDNs from Dr. Ajay Data (Data Group of Industries) [here](#).

Due to fewer IDN registrations compared to generic top-level domains (TLDs), applying the right SEO strategies for IDNs can significantly improve search rankings. It also reinforces and protects businesses with product names in local languages. Click [here](#) for more detailed explanation by Dr. Ajay Data.

### Zero Moment of Truth (ZMOT)



Source: [https://www.thinkwithgoogle.com/\\_qs/documents/673/2011-winning-zmot-ebook\\_research-studies.pdf](https://www.thinkwithgoogle.com/_qs/documents/673/2011-winning-zmot-ebook_research-studies.pdf)



## DID YOU KNOW?

# Protecting Your Domain Name

Last month's webinar discussed how the right domain name can help to accelerate your online business. It is also important to understand how to manage your domain name securely for the same reason. Check out this infographic in [English](#) and [Mandarin](#) that provides key tips on how to keep your domain name secure from common scams and more. Additional information on protecting your domain name can be found [here](#).

## APAC DNS INDUSTRY NEWS

# Rising Domain Name System (DNS)-Based Cybersecurity Threats

Cybercrime costs are [estimated](#) to grow by 15% per year over the next five years, reaching US\$10.5 trillion annually by 2025. This is an increase from US\$3 trillion in 2015. Based on a [Domain Threat Report](#), about 80% of cyber-attacks happen at the Domain Name System (DNS) layer, especially with the worldwide shift to remote work due to the COVID-19 pandemic. In addition to disposability and cheap domain name prices, trendy DNS queries such as keywords relating to the pandemic, are among the many attractive factors considered by threat actors. Mitigating these risk factors is essential as DNS-based threats and cyber-attacks continue to rise and evolve.



## Important Tips to Help Keep Your Domain Name Secure



All domain name holders (registrants) are at risk of online fraud and scams. **That means you too!** The best way to protect your domain is to know what to look out for.



### Common Scams

- Impersonating ICANN or an ICANN-accredited registrar, and sending you fake renewal emails in an attempt to collect a payment.
- Conducting phishing attacks that trick you into revealing login information to try and take control of your domain.
- Convincing you via fraudulent means to buy a domain name under a different top-level domain name at a higher price.

### Protect Your Domain Name

- Remain hypervigilant with your domain name management.
- Be cautious of offers or warnings about renewing your domain name.
- Know your domain name's expiration date. If you are unsure of it, use [ICANN's Lookup tool](#).
- Check the sender's email address and phone number to ensure it is legitimate.
- Look out for suspicious links or language.
- Be suspicious of emails asking you to make immediate payments or requesting banking information.



Have questions about managing your domain name? Contact your registrar. If you are unsure of who your registrar is, use [ICANN's Lookup tool](#) to find out.

For information about securely managing your domain name, visit: <http://go.icann.org/ManagingYourDomain>.

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# China's Domain Name Market on Reverse Trend?

ZDNS's recent [domain name market report](#) demonstrates a slight reversal of the declining trend in the Chinese domain name market.

By the end of Q2 2021, China's domain name market comprised about 33.53 million domain names. These included 13.98 million legacy gTLD, 15.3 million ccTLD (ASCII & IDN ".CN"), and 4.25 million new gTLD. Compared to the previous quarter, legacy gTLD registrations bucked the trend to increase by 1.2%. Registrations of .CN and new gTLD declined by 31.7% and 26.9% respectively.

The total IDN TLD registrations in Q2 dropped by 10% compared to Q1. However, the leading Chinese IDN TLDs such as .网址 (web address), .公司 (company), .在线 (online), and .商标 (trademark) remained stable or saw slight decreases of 0.1% to 3%. Furthermore, there was a significant increase in support for IPv6 by the key Chinese websites.