A System to Suggest Meaningful Domain Names in the Domains.lk Search Bar

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Declaration

I declare that this thesis has been composed solely by myself and that it has not been submitted, in whole or in part, in any previous application for a degree. Except where stated otherwise by reference or acknowledgment, the work presented is entirely my own.

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Date: …….

Dedication

I dedicate my research work to my two daughters Sanuki and Shraddha. A special feeling of gratitude to my workplace, LK Domain Registry, for the initial idea of doing this research project and providing me with necessary support when it requires. I also would like to dedicate this research project to my family for allowing me to do this academic work.

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Abstract

For any given domain registry the domain searching feature is an integral part of the domain registration process. The Initial user interaction with the domain registry would start with an availability checkup using this domain searching feature. If that is not providing a satisfactory level of clarity about the availability of the domain or the other options a customer can select, the domain searching feature is a failure itself. Most global domain registrars have sophisticated domain searching features while CCTLD (Country Coded Top Level Domain) registries find it difficult to create ideal domain searching features as they are facing the native language problem. Since the domains are typed in using English characters so a transliteration will also be required to search the domain. This ambiguity is blocking the development of an ideal algorithm to give closest suggestions for domains is native language. In this project we are trying to find a solution for that while implementing it with the domain search.

Furthermore effective utilisation of customer searches is lacking with these CCTLD registry systems. Global giants in the domain registry business use this information effectively to change prices dynamically and earn lots of profits by selling premier domains to its customers. Since CCTLD is lacking such a feature in their domain search they had to sell all the domains under basic categorization and they potentially lose much profits by selling premier domains under wrong categories. Storing the domain searches customers have done, analysing them and then generating an algorithm to categorise them would be the best way to go ahead with developing such a feature in the domain search bar. All these functionalities would be associated with developing a sophisticated domain searching feature for a CCTLD.

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