

Domain Settings Reference

The following table contains a listing of the domain settings that may be used to configure the market options for domains in the Uniregistry Market. A description of each setting is provided. The column name of the setting in templates used by the file import capability of the market is also displayed, along with a description of the type and range of values that may be provided.

Template Formatting

The following formatting rules apply to the values provided in domain settings templates, in addition to any described with each individual setting in the table below.

USD Amount: Use a numeric value. You may include the currency symbol (\$), commas as the thousand's separator, and a period as the cents separator. Abbreviations such as \$50K are not supported.

Date: Provide a date in the format of YYYY-MM-DD.

Switch: To enable the setting, any of the following text values may be used: on, yes, y, 1, true, t. Any other value, outside of an empty value, disables the setting. An empty value skips application of the setting.

| Setting | Description | Template Field | Value Type | Acceptable Values |
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| Domain | A domain to be used in the Uniregistry Market. | domain | Text | A valid domain string containing only the top-level domain (no subdomains). The domain should already be IDN-encoded if necessary. |
| List Price | The price at which the domain may be purchased immediately through the Uniregistry Market using Secure Simultaneous Exchange (SSE). This setting applies when the sales method includes "Buy it Now" (BIN). | list_price | USD Amount | A value greater than 0. May be left empty to clear the price. |
| Sales Method | Governs the means by which potential buyers may inquire on or purchase the domain, including not listing the domain for sale. | for_sale | Text | One of the following values: NFS: The domain is not for sale. OFFER_ONLY: The domain is for sale with only offers accepted. BIN_ONLY: The domain is for sale with a "Buy it Now" list price set. Offers are not accepted on the domain. OFFER_AND_BIN: The domain is for sale with a list price |

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| | | | | set, and offers may also be made. |
| Domain Display (Capitalization) | Allows you to selectively capitalize certain characters in the domain name for visual clarity of multi-word domain names. | display_domain | Text | A case-sensitive version of the domain string. The lowercase version of this string MUST match the domain being sold, or it will not be accepted. |
| Intake Page Style | Governs the layout of the sales intake form for the domain. | lcontact_style | Text | One of the following values: min_vertical : A minimal vertical layout. min_horizontal : A minimal horizontal layout. vertical_offer : A vertical layout with a form to submit an offer. |
| BIN Validity | Domain names set to "Buy it Now" (BIN) with a valid price may be purchased immediately via SSE. Setting the time limit on "Buy it Now" prices will cause your domains to revert to "Offers Only" at the end of the specified period. | bin_valid_until | Date | A valid date string. May be left empty to clear the expiration and have the list price be valid indefinitely. |
| Minimum Offer | Assign the minimum offer amount that may be submitted by a potential buyer via the inquiry intake form. | min_offer | USD Amount | A value greater than 0. |
| Brokered by Uniregistry | Assign all inquiries for this domain to a Uniregistry broker who will negotiate on your behalf. Commissions apply. | is_brokered | Switch | Yes : All inquiries on the domain will be handled by a Uniregistry broker. No : All inquiries on the domain will come directly to you. |
| Email Confirmation | Buyers are required to confirm their email address before you receive an inquiry. This helps to cut down on spam. | emailconfirm | Switch | Yes : Potential buyers are required to confirm their email address before you receive a submitted inquiry. No : Inquiries are submitted without any email confirmation necessary. |
| Auto-Respond | When enabled, the system will send a template response when buyers submit a new inquiry. If a | screen_buyer | Switch | Yes : Automatically send a template in response to a buyer inquiry. No : Do not send anything in |

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| | valid list price is set on the domain, the Quote Price template will be sent, otherwise the Request Offer template will be sent. Template content may be customized via the Market Settings section of the website. | | | response to buyer inquiries. |
| Syndicated | Allows you to share your domain listing with Uniregistry's sales network. Sales through a syndicated partner typically carry a higher commission. | syndicate_to_others | Switch | Yes: List the domain for sale with our syndicated partners. No: Only list the domain for sale in the Uniregistry Market. |
| Share Market Data | Governs whether inquiries, quotes, and sold prices for the domain may be made public. | show_on_dns | Switch | Yes: Inquiries, quotes, and sold prices may be made public. No: No inquiry, quote, or sales price data will be made public. Any previously cached and stored inquiries, quotes, or sales price data will be deleted from the marketplace. |
| Purchase Price | Allows you to keep track of how much you paid for a domain, which allows for historical pricing context when you come to make a sale. | purchase_price | USD Amount | A value greater than 0. |
| Purchase Date | Allows you to keep track of when you purchased the domain, which allows for historical pricing context when you come to make a sale. | purchase_date | Date | A valid date string. |
| Parking Disable* | Allows you to disable the pay-per-click (PPC) parking feature for the domain. | parking_disable | Switch | Yes: The PPC parking page is disabled, and only a sales intake form will be displayed. No: The PPC parking page may be displayed, with content governed by the Landing Page Type setting. |
| Landing Page | Configure the content that | landing_page_type | Text | One of the following values: |

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| <p>Type*</p> | <p>you wish to be displayed when you host your domain with the Uniregistry Market. To use this option, set the domain's name servers to ns1.uniregistrymarket.link and ns2.uniregistrymarket.link.</p> | | | <p>ppc_parking: Display a page containing targeted advertisements that generate impression and click-based earnings, as well as an optional header banner announcing the name as “for sale.”</p>  <p>sales_only: Displays a lead generation form designed to collect sales inquiries from potential buyers visiting the domain.</p>  <p>uap: Displays a landing page, integrated with the Uniregistry Affiliate Plus program, that offers you commissions on domain name registrations.</p>  |
| <p>Sales Banner*</p> | <p>When enabled, a banner is displayed at the top of the landing page which invites a visitor to inquire to purchase the domain. The “Banner Link” and “Banner Text” settings control the content of the banner. This setting is only valid for PPC Parking or UAP landing page types.</p> | <p>for_sale_banner</p> | <p>Switch</p> | <p>Yes: Display a sales banner at the top of the landing page.</p> <p>No: Do not display a sales banner at the top of the landing page.</p> |

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| Banner Link* | The link to use for the sales banner displayed at the top of the landing page, when enabled using the Sales Banner setting. The domain name may be specified as part of the link using a special placeholder. | sales_banner_link | Text | A valid URL, optionally containing a placeholder for the domain using the text {DOMAIN} . The placeholder will be replaced with the domain name when provided. Example: http://mysite.com/{DOMAIN} |
| Banner Text* | The text to use within the sales banner displayed at the top of the landing page, when enabled using the Sales Banner setting. The linked portion of text and the domain name may be specified using special delimiters. | sales_banner_text | Text | Text surrounded by the delimiters {LINK} and {/LINK} , and optionally containing a placeholder for the domain using the text {DOMAIN} . Example: {LINK}Click here{/LINK} to buy {DOMAIN} for your website name! |
| Keyword Lock* | When enabled, keywords on the pay-per-click landing page will be set to a fixed set related to the selected category/sub-category. | keyword_lock | Switch | Yes: Seed the parking provider with the selected category/sub-category to generate the related keywords displayed on the pay-per-click page. No: Use the parking provider's suggested keywords based on the domain name string. |
| Category* | The overarching category of the domain name, for use with the Keyword Lock setting described above. | category | Text | A valid category. Check the dropdown available when editing a single domain via the website for a listing of all available categories. |
| Sub Category* | The sub-category of the domain name, for use with the Keyword Lock setting described above. | sub_category | Text | A valid sub-category. Check the dropdown available when editing a single domain via the website for a listing of all available sub-categories. |
| Redirect URL* | Allows you to specify a URL to forward the domain, in lieu of displaying a landing page. | redirect_url | Text | A valid URL. |
| Affiliate Plus Ad | Governs whether to display the Uniregistry Affiliate Plus Ad on the landing page, when available, which offers you commissions on domain name registrations. | uap_advertise | Switch | Yes: Display the Affiliate Plus Ad. No: Do not display the Affiliate Plus Ad. |

* NOTE: Parking settings will not be available if parking has not yet been activated for your account.