



nic // report – Content

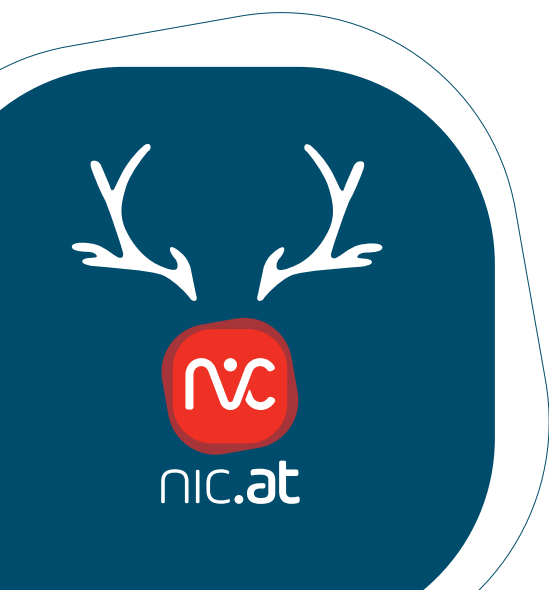
Introduction	01
An interview with Salzburg's SEO Guru Oliver Hauser	02
2018: A review	04
The woman behind	06
Granny Elfriede	06
A Christmas game	08

Dear reader,

Birthday balloons, business travel and sledgehammers are the words that best sum up nic.at's 2018! While some of our employees were out on the road adding their expertise to international committees such as the IETF and CENTR, there were more projects than ever to implement back home in Vienna and Salzburg. Somehow, we also found time to celebrate four anniversaries and completely remodel our Vienna office.

Turn to pages 6–7 for an overview of everything that we accomplished during the year. And we would like to introduce you to two special people. One of whom is our beloved Granny Elfriede. Know her already? Probably not from the other side of the camera. We will introduce you to Wilma Solarz, the woman behind Austria's sprightly online granny (pages 4–5). We also get our heads round the topic of search engine optimisation and have put together a comprehensive guide. Are you looking to announce your presence to the world online? Then Oliver Hauser has the odd tip or two that might come in handy for you (pages 2–3). And on page 8 you will find our nic.at Christmas competition – you never know, you might win! We wish you all a relaxing winter break!

Richard Wein & Robert Schischka (Managing Directors)



INTERVIEW WITH SALZBURG'S SEO GURU: Oliver Hauser

Finding the right domain for your online presence sounds simple enough, but the opposite is true. First up, there is the question for an individual or organisation of finding a suitable domain name. This can prove something of a challenge and call for creativity, especially if the preferred option has already been snapped up by someone else. The second key point is the domain ending – everything that comes after the first dot at the end. Ultimately, the domain ending has a significant impact on search engines' algorithms. As the registry for .at domains, we wanted to get to the bottom of it and set out in search of answers: how do search engines weight the individual domain endings? And: how does the domain ending influence the rankings?

In our quest for the truth we enlisted the help of the Salzburg-based search engine optimisation (SEO) experts at get on top GmbH. Oliver Hauser and his team did not disappoint: the result was an easy-to-understand set of guidelines that walks users through everything they need to look out for when selecting a domain. The full German-language version of the whitepaper can be downloaded for free from

bit.ly/2DT55Rr



How many domains do you own? What domain strategies do you follow at your company?

At the moment we have only 400 domains, the majority of which are .at domains. I say “only 400” because we parted company with a large number of domains just a short time ago. As an SEO agency, we are always on the lookout for good keyword domains and expired domains with an interesting history behind them. And if you are always in the market for good domains and keep on buying new ones whenever they come along, you end up with a lot over time. At our peak we had just under 1,000 domains.

What course of action would you recommend if someone’s preferred domain has already been taken?

If the desired .at domain is unavailable, our clear advice is to check the generic TLDs such as .com, .net. and .org and maybe even pseudo-generic domains like .tv, .co and .cc. The new TLDs (.pro, .expert etc.) are another alternative. If you plan to build up a brand and have the resources to do so, then I would recommend considering new names and words and using them to create a brand. Airbnb, MyTaxi and Instagram are all examples of this.

What are the most important tips that you can give someone building up an online identity for the first time?

- 1) Always look at things from the user’s perspective: the website is there for visitors – so you have to identify their needs and make sure that the best content and offers are easy to find.
- 2) Ensure that search engines such as Google can crawl their way through and understand content as efficiently as possible. While this sounds like it couldn’t be easier, it can be a major challenge for a company starting to hit its stride, so enlisting the support of an SEO specialist makes sense.
- 3) Make sure you go for the right domain ending: if what you are offering is geared towards an Austrian target audience then you have to go with .at.
- 4) Test, test and test again. And keep improving the website.

You organised OMX and SEOkomm on 22 and 23 November. Both are key trade shows for online marketing and search engine optimisation. What are the trends? Where are things heading?

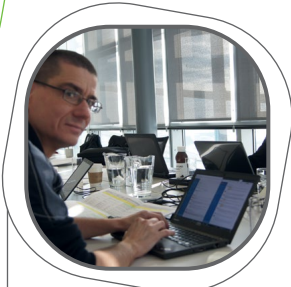
The trend is increasingly heading in the direction of identifying and satisfying user needs. Good content is becoming more and more important with each passing year. But technology and technical specifications are also moving up the list, as are SEO and web analytics as a yardstick for optimising budgets and resources. On top of that, the industry is also trying to take the next step with artificial intelligence. It is a very exciting phase.



OLIVER HAUSER

get on top was founded by Oliver Hauser, who continues to run the company to this day. Each year it hosts OMX and SEOkomm, a pair of high-profile conferences for online marketing and search engine optimisation. Alongside SEO, his specialisms are search engine advertising (SEA), web analytics and link building. Oliver Hauser’s first taste of the internet came in 1992, as a student of applied computer science.

2018: A Review



- 01 nic.at health promotion campaign launched
- 23-24 Successful ISO/IEC 27001:2013 interim audit
- 29 nic.at starts agile project management

JANUARY

- 01 RcodeZero DNS integrated in PLESK
- 13 6 million .nl domains for RcodeZero DNS
- 22 Campaign shoot
- 22 Roundtable Meeting
- 28 CERT.at technical emergency drill
- 28 .at webcrawler delivers full data on more than 1.3 million .at domains

MARCH

- 04 Oma Elfriede gets the anniversary year off to a flying start
- 10 new .versicherung campaign
- 29 GDPR enters info force - new Whois

MAY

FEBRUARY

- 01 New feature: APEX alias
- 22 Domain pulse Munich
- 22 RDAP-Pilot for .versicherung

APRIL

- 05 Meeting of the domain council
- 18-19 Austrian Trust Circle annual meeting

JUNE

- 01 RcodeZero becomes master DNS compatible
- 26 Stopleveline press conference



- Legend:
- nic.at
 - .at
 - RcodeZero DNS
 - .versicherung
 - CERT.at

EMAIL?

ANN KOMMT AM SONNTAG



- 04 Web relaunch www.rcodezero.at
- 05 Nutrition workshop & office challenge
- 12 1. Icinga meet-up Salzburg hosted by nic.at
- 16 Hyperledger meet-Up Vienna
- 18 AssCompact Trend Day
- 24-25 DKM Fair
- 29 DNSheads meet-up Vienna
- 30 Roundtable meeting
- 15 nic.at Christmas party
- 31 Vienna office completely remodelled

OCTOBER

DECEMBER

SEPTEMBER

- 13 Salzburg Business Run: 10th place!
- 14 nic.at staff day out
- 25 R&D guest talk at DENIC Members Day
- 26 Registrar Day
- 26 Anniversary celebrations for .at, nic.at, Stoplevel and CERT.at

NOVEMBER

- 28-29 Internal audit with SIDN DENIC and SWITCH
- 20 13 new locations for RcodeZero DNS
- 30 2. Icinga meet-Up Salzburg



THE WOMAN BEHIND GRANNY ELFRIEDE

Wilma Solarz



WILMA SOLARZ

born 1949

2 children, 3 grandchildren

Publications:

»Von Tag zu Tag« (a collection of poetry), contribution to the »Frauenstimmen erlesen« and »Frauenhände« books.

Hobbies: acting, writing, singing and composing texts for special occasions

Academics: German Studies at the University of Salzburg

You have done a lot of jobs in your life. Which did you like most?

I am very lucky because I have enjoyed all of them! Whatever I do, I do it wholeheartedly – and that's the secret, really. But most of all I enjoyed my role as a youth support officer for Marchtrenk council and my

Oma Elfriede, or Granny Elfriede, was the hero of our anniversary campaign. She is charming, cheeky and knows a lot about the internet in Austria. She stood in front of and behind the camera for us, interviewed internet pioneers and publishing bosses, and her tricky questions left a number of experts lost for words. Today, we are changing tack and taking a look at the woman behind the Oma Elfriede character. Her real name is Wilma.

position as equal rights councillor for the province of Upper Austria, where I was responsible for 420 municipalities. I am also a mother of two and grandmother of three – which is a wonderful blessing! It goes without saying that this new role for Oma Elfriede was a highlight this year. It's not every day you get the chance to work alongside such consummate professionals – from the concept to organisation, and make up to camera.

What did you enjoy most about the campaign?

I think that the role of Oma Elfriede was made for me. In the past I have been able to let go and freely express the different aspects of my personality in amateur dramatics and other guest appearances. When shooting the campaign I once again managed to bring this ability to show many different changing faces to the table. The nic.at team also spurred me on.

What did you find out about the internet industry, what impressions did you take away with you?

It was fascinating! To begin with I was given a crash course on the virtual world online. Words like cloud meant clouds in the sky for me until then, and Alexa and Siri were just fe-

male first names, to name just a few examples. You could say that I developed a taste for digital technology and my initial hesitation gave way to a genuinely pleasurable interest in experimenting with it.

What would you say was your greatest achievement in life? What are you most proud of?

I have evening classes to thank for everything I have today. My children in particular are very proud of me.

For anyone who is wondering: where can we see you again in future?

I was put on earth to spread happiness. And this is my inspiration when it comes to putting together the texts for my readings. I am also a member of the Salzburg writers' circle and compose texts for special occasions such as birthdays and Christmas. Over the next few months I will be doing a few readings at the retirement home in Parsch and for the 10th anniversary of the Salzburg city library.

“
 Anyone who gets
 their self-esteem
 from the recognition
 of others will
 always be running
 at a deficit or end
 up suffering from
 malnourishment!



Granny Elfriede is welcoming the guests for the party.



Granny Elfriede on stage at the Marx Palast in Vienna.



Behind the scenes: Dirk Stermann and Granny Elfriede.



Louie's Cage Percussion, Stermann and Grisseemann, the jubilarians and partner registries DENIC and SWITCH.



★
GOD JUL!
BUON NATALE!
★ FELIZ NAVIDAD!
★ MERRY CHRISTMAS!
JOYEUX NOEL!
FRÖHLICHE WEIHNACHTEN!
★★★

Enter our Christmas game!
Spot the difference for a chance to win one of three nic.at goodie bags!

How many differences can you find in the bottom picture?

Send your answer by Jan 6 2019 to pr@nic.at!



nic.at GmbH

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