Protect Your Website with Reverse DNS Lookup

Your mobile phone rings. Caller ID does not recognize the caller. But the area code and first digits of the phone number are the same as yours. You look up the call in a reverse phone number website that displays who the caller is and where they are located. This sort of reverse-lookup will save you time and headaches, and will prepare you for the next time a number like this contacts you.

Reverse DNS Lookups on the Internet work the same way. Instead of finding out who is calling you, though, Reverse DNS Lookups—also known as Reverse DNS Lookups—provide insights into a host of activities other websites may be up to. A service like [Reverse DNS Lookup](#) shows you who may be hacking your website, or causing your email campaigns to be blacklisted, or slowing the performance of your online platform, or impersonating your business portal.

Let's just look at four top priorities of any company with an IP address:

- Corporate reputation
- Association with objectionable websites
- Processing speed
- Cybersecurity
- Marketing Campaigns

Reputation is Everything

Every year millions of companies around the world are defending their online reputations. Bad actors who share the same IP address as reputable companies may be sending out spam emails and setting up malicious websites. Blacklisting

services may inadvertently snare companies that share IP addresses as spammers or hackers. Or cybersecurity firms may update the antivirus databases of malicious websites that include IP addresses of legitimate businesses.

Reverse DNS Lookups deliver the information companies need to know if their IP address exists in a bad IP neighborhood so they can move to avoid issues with Internet authorities.

There Goes the IP Neighborhood

No company conducting a legal business wants to be associated with pornographic or similarly objectionable content. And yet, legitimate company websites may find themselves lumped into the same neighborhood as the brand-destroying entities that share their IP address.

Enterprises can use Reverse DNS Lookups to proactively avoid blocks that law enforcement or Internet Service Providers (ISPs) place on IP addresses they believe are hives of illicit activity.

Avoid the IP Crowds

Companies that believe they have optimized the display rate of their websites but still find the speed slow would do well to do a Reverse DNS search with [Reverse DNS API](). Reverse DNS Lookups can show businesses just how crowded the web servers hosting their websites are.

Oversubscribed servers have a heavier load to process than do servers with few websites to support. Once a business finds that its IP address is in a crowded digital neighborhood, it can request the ISP place their website on a server that has less of a processing load to manage.

Cybersecurity

One of the greatest menaces facing companies and individuals is cybercrime. One of the most successful forms of infiltrating computers are phishing expeditions.

Reverse DNS Lookups can help cybersecurity professionals track down the sources of phishing activities and related servers and websites. And since hackers will often use the same servers to host multiple malicious sites, investigators can use Reverse DNS to track down the origins of and entities behind cybercrimes.

Marketing Campaigns

Use Reverse DNS Lookups to find out more about the traffic that comes to websites. Armed with information about a specific IP address, the country of origin, and perhaps even the industry it represents, SEO marketers can target their content to suit high-volume visitors to the site.

Conversely, SEO marketers can protect the integrity and reputation of the website by ensuring their own companies' IPs are not the same as disreputable online marketers. Search engines may lower a website's search engine ranking, categorizing it with undesirable content providers.

[Reverse DNS API](#) is a product of [WhoisXmlApi](#). [WhoisXmlApi](#) is at the forefront of providing the most comprehensive domain data on the Internet. The Whois database has over a billion domains & sub-domains in its listing. Its service fetches the most accurate, real-time data about websites on the Web. Try out [Reverse DNS API](#) for free [here](#).