The Most Common Reasons Why a Reverse DNS Lookup is Utilized

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Domain network servers direct web traffic to the proper location. When servers are flooded with requests, consumers may be unable to access websites, and if they are, the process is slow. Site slow-downs are particularly problematic for small e-commerce businesses, and here's when reverse DNS lookup comes in handy. Reverse lookup is one way to mitigate potential server problems. Listed below are a few other ways for small businesses to use reverse DNS lookup.

Business Reputation Protection

As mentioned earlier, DNS attacks are a nightmare for small businesses. Site slow-downs lead to a loss of revenue, missed leads and negative reviews. Attacks are often launched from a network of computers that infect other computers. A computer within the network might be involved in the attack without the user even knowing it. The cascading effect behind DNS attacks is what makes them so successful.

One side effect of DNS attacks is damaged reputation. Businesses with connections to malicious attacks experience negative repercussions even if they were not directly involved in the attack.



Reverse DNS lookup is a way for your IT staff to investigate your web host. Web hosts serve many clients through a single server. One bad actor on a shared server can reduce your business' integrity. A reverse DNS query allows you to see if other actors share your IP address or if your site has been co-opted. Knowing the facts will you help act accordingly to rectify the situation. For instance, you might want to change hosting providers.

Website Search Engine Rankings

Sites that appear to have connections to malicious sites or spammers, either through a shared server or a hijacked IP address, lose rank. Once your site is associated with negative activities, it gets flagged by search engines. If you notice a sudden dip in your site ranking or other unpredictable traffic behaviors, then a reverse DNS lookup will help you identify the cause.

Increase Efficiency

Though less malicious than a DNS attack, spam emails also suffocate businesses. Spammers use email addresses that do not have a DNS record. You can protect yourself and your employees from spammers as well as phishing by applying an automatic reverse DNS lookup to email filters.

Research Competition

Your marketing team can apply reverse-DNS lookup to their research strategy. Competitors' digital footprints are often deeper than what appears during a rudimentary Google search. Reverse lookup parses out all the websites and domains that your competition owns. An accurate map of a competitor's web presence will help you streamline your own.

Analyze Traffic

Web analytics programs run automated reverse-DNS lookup, which enables the programs to identify site visitors by domain name. This allows your marketing and sales personnel to view site traffic and notice patterns. For example, if your e-commerce site gets traffic from Pinterest, then your marketing team can strengthen your site's Pinterest presence and increase traffic.



Whether your main interest is cyber security or improved marketing, a reverse DNS lookup strategy will be there to assist you. This service gives businesses greater insight into their digital footprint and reputation while also providing insight into competitor and consumer behaviors.