ZoneProof BrandSet and Schema Worksheet

Second-level domain (SLD) edition

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Use this worksheet to gather every answer for a ZoneProof BrandSet and its domain, entity and credential records before you go online.

It is for a second-level domain such as example.com or example.co.uk. Fill it in on screen (the boxes are editable form fields) or print it and write by hand.

Part 1: BrandSet fields

These are the fields ZoneProof asks for when you create and edit a BrandSet. A BrandSet publishes the set of domains your organization operates and ties them to one verified primary domain.

Domains

The BrandSet's primary domain must have working DNS. Member domains are other domains your organization operates; each needs the same DNS TXT record as the primary.

Primary domain *
The registered domain customers should trust first, such as example.com. It must have working DNS.

Member domains
Other registered domains your organization operates and wants in the BrandSet.
One item per line.

BrandSet owner

Contact details for the person and organization that owns the BrandSet.

Name *
Full name of the BrandSet owner.

Organization *
Legal or trading name of the organization.

Email *
Contact email for the BrandSet owner.

Address 1 *
Street address.

Address 2
Suite, floor or other address detail.

City *

Country *
Country of the owner address.

State or region
State, province or region of the owner address.

Postal code *

Entity

How your organization is named in the public record.

Entity name
The name your organization wants published.

Entity aliases
Other names, brands or abbreviations the organization is known by.
One item per line.

Entity parent name
The parent organization, if any.

Entity parent aliases
Other names the parent organization is known by.
One item per line.

Details

What your organization does.

About
Tell us about your business.

Industries

Choose any that apply: Agriculture, Farming & Food Production; Energy, Mining & Natural Resources; Utilities; Construction & Building Services; Manufacturing & Industrial; Wholesale, Distribution & Supply Chain; Retail & E-commerce; Pharmacy & Drug Stores; Consumer Products & Brands; Automotive, Vehicles & Parts; Transportation, Logistics & Warehousing; Travel, Hotels & Hospitality; Restaurants, Bars & Food Service; Real Estate, Property & Rentals; Banking, Lending & Credit; Insurance; Investing, Brokerage & Financial Services; Accounting, Tax & Payroll; Legal Services; Professional Services & Consulting; Staffing, Recruiting & HR Services; Marketing, Advertising & PR; Software, SaaS & Cloud Services; Internet, Telecom & Network Services; Cybersecurity; Data, AI & Analytics; Electronics, Hardware & Devices; Media, Publishing & News; Entertainment, Gaming & Streaming; Arts, Design & Creative Services; Education, Schools & Training; Healthcare & Medical Services; Dental, Vision & Specialty Care; Wellness, Fitness & Personal Health; Biotechnology & Pharmaceutical Manufacturing; Nonprofit, Charity & Civic Organizations; Religion & Spiritual Organizations; Government & Public Sector; Politics, Advocacy & Public Policy; Sports & Recreation; Home, Repair & Local Services; Beauty, Personal Care & Salons; Pets & Veterinary Services; Events, Conferences & Experiences; Security, Investigation & Protective Services; Waste, Recycling & Environmental Services; Adult Content & Services; Gambling, Betting & Casinos; Cannabis, Tobacco & Vape; Marketplace or Multi-sided Platform; Holding Company / Conglomerate; Domain Parking, For Sale or Domain Investor; Personal Site, Blog or Portfolio; Community, Forum or Social Group; Developer Tool or Open Source Project; Web Infrastructure, Hosting, DNS & Registrar; Crypto, Blockchain & Web3; Unknown Business Type; Inactive, Placeholder or Under Construction; Suspicious, Spam, Phishing or Abuse; Other / Uncategorized

Services

Services your organization offers.
One item per line.

Languages

Languages your organization serves customers in.
Choose any that apply: English; Spanish; French; German; Chinese; Arabic; Portuguese; Japanese; Korean; Italian

Specialties

Areas of particular expertise.
One item per line.

Official social URLs

Link only accounts your organization officially controls.

LinkedIn URL

Example: https://www.linkedin.com/company/example

X URL

Example: https://x.com/example

Facebook URL

Example: https://www.facebook.com/example

Instagram URL
Example: https://www.instagram.com/example

YouTube URL
Example: https://www.youtube.com/@example

TikTok URL
Example: https://www.tiktok.com/@example

GitHub URL
Example: https://github.com/example

Crunchbase URL
Example: https://www.crunchbase.com/organization/example

Bluesky URL
Example: https://bsky.app/profile/example.com

Official URLs

Official pages ZoneProof can publish with your BrandSet.

Logo URL
Web address of your logo image.

Support URL
Customer support page.

Contact URL
Contact page.

Terms URL
Terms of service page.

Privacy URL
Privacy policy page.

Part 2: Schema fields

These fields come from ZoneProof's published record schemas at https://zoneproof.org/schema. Most are filled in by ZoneProof from your BrandSet, but thinking through the answers offline helps you prepare.

Domain record

Schema: zp:DomainRecord (https://zoneproof.org/schema/domain-record-v1.json). One record per second-level domain.

@context *
Value
Fixed value: https://zoneproof.org/schema/context.jsonld

@type *
Value
Fixed value: zp:DomainRecord

@id *
Text
Format: web address (URL)

zp:domain *
Text

zp:namespace *
Text

zp:profileUrl
Text
Format: web address (URL)

zp:profileAvailable *
Yes or no

zp:active
Yes or no

zp:status
Text

schema:url
Text
Format: web address (URL)

zp:domainRegistrationStatus
Text
registered, expired, deleted, reserved, and unknown come from a loaded domain record. not_in_zone means the namespace zone is loaded and this name is absent. zone_not_loaded means that zone file has not been imported, so absence is not evidence the name is unregistered.
Allowed values: registered, expired, deleted, reserved, unknown, not_in_zone, zone_not_loaded

zp:credentialedNamespace
Yes or no

zp:expiresDate
Text
Format: date (YYYY-MM-DD)

zp:source
Structured value

zp:updatedAt
Text
Format: date and time (ISO 8601)

zp:namespaceTrust
Structured value

zp:namespacePolicy
Structured value

zp:recordUrls
Structured value

zp:registryVerification *
Structured value
Group of fields. Answer the nested fields listed below it.

zp:registryVerification.status *
Value
Allowed values: verified, unverified, not_evaluated

zp:registryVerification.verifiedBy *
Text

zp:registryVerification.verificationBasis *
Value
Allowed values: registry_eligibility_policy, null

zp:registryVerification.verifiedAt *
Text
Format: date and time (ISO 8601)

zp:zoneProfile
Structured value

zp:entity
Structured value

zp:entityParent
Structured value

zp:credentials
List
One item per line.

zp:brandSetVerification *
Structured value
Group of fields. Answer the nested fields listed below it.

zp:brandSetVerification.status *
Value
Allowed values: verified, pending, lapsed, not_member

zp:brandSetVerification.method *
Value
Allowed values: dns_txt, null

zp:brandSetVerification.role *
Value
Allowed values: primary, member, null

zp:brandSetVerification.primaryDomain *
Text

zp:brandSetVerification.publicId *
Text

zp:brandSetVerification.verifiedAt *
Text
Format: date and time (ISO 8601)

zp:trust *
Structured value

Group of fields. Answer the nested fields listed below it.

zp:trust.model *
Value

Fixed value: zoneproof-domain-trust-v1

zp:trust.classification *
Value
Allowed values: registry_enforced_eligibility_brandset_primary, registry_enforced_eligibility_brandset_member, registry_enforced_eligibility, brandset_primary, brandset_member, domain

zp:trust.score *
Number
Null when the name is not registered and no registry or BrandSet evidence applies. The 0.2 domain tier is reserved for registered names that lack stronger evidence.

zp:trust.signals *
List
One item per line.

zp:entityTrust
Structured value

zp:domainTrust
List
One item per line.

zp:domainSet
Structured value

Group of fields. Answer the nested fields listed below it.

zp:domainSet.version *
Value
Fixed value: domainset1

zp:domainSet.publicId
Text

zp:domainSet.verifiedAt
Text

zp:domainSet.entity
Structured value

zp:domainSet.trust
Structured value

zp:domainSet.verification
Structured value

zp:domainSet.primary
Text

zp:domainSet.members *
List
Group of fields. Answer the nested fields listed below it.

zp:domainSet.members[].domain *
Text

zp:domainSet.members[].rel
Text

Entity record

Schema: organization and person records (https://zoneproof.org/schema/entity-record-v1.json).

@context *
Value
Fixed value: https://zoneproof.org/schema/context.jsonld

@type *
Value
Allowed values: Person, Organization

@id *
Text
Format: web address (URL)

name *
Text

alternateName
Text

industries
List
One item per line.

services
List
One item per line.

specialties
List
One item per line.

languages
List
One item per line.

domainSet
Structured value
Draft-compatible Domain Set manifest reference. ZoneProof may label a member DNS-verified after observing its shared domain-set TXT record; that observation alone does not confirm common operation.

Group of fields. Answer the nested fields listed below it.

domainSet.version *
Value

Fixed value: domainset1

domainSet.primary
Text

domainSet.members *
List
One item per line.

zp:status *
Text
Allowed values: active, staged, suspended, revoked, retired

locations
List

Group of fields. Answer the nested fields listed below it.

locations[].@type *
Value

Fixed value: PostalAddress

locations[].locationType *
Text
Allowed values: headquarters, branch, mailing, registered-office

locations[].isPrimary *
Yes or no

locations[].streetAddress
Text

locations[].addressCountry
Text

locations[].addressRegion
Text

locations[].addressLocality
Text

locations[].postalCode
Text

locations[].locationPoint
Structured value
Group of fields. Answer the nested fields listed below it.

locations[].locationPoint.type *
Value
Fixed value: Point

locations[].locationPoint.coordinates *
List
One item per line.

locations[].zp:updatedAt *
Text
Format: date and time (ISO 8601)

zp:updatedAt *
Text
Format: date and time (ISO 8601)

Credential record

Schema: credential records (https://zoneproof.org/schema/credential-record-v1.json).

@context *
Value
Fixed value: https://zoneproof.org/schema/context.jsonld

@type *
Value
Fixed value: zp:CredentialRecord

@id *
Text
Format: web address (URL)

zp:credentialKey *
Text

zp:entity *
Text
Format: web address (URL)

zp:namespace
Text

zp:credentialStatus *
Text
Allowed values: active, inactive, suspended, revoked, expired, unknown

zp:credentialVerification *
Structured value

Group of fields. Answer the nested fields listed below it.

zp:credentialVerification.status *
Value
Allowed values: verified, unverified, expired, revoked, not_evaluated

zp:credentialVerification.verifiedBy *
Text

zp:credentialVerification.verifiedAt *
Text
Format: date and time (ISO 8601)

zp:credentialVerification.source *
Value
Allowed values: authoritative, secondary, null

zp:credentialIdentifier *
Text

zp:credentialIdentifierType *
Text
Allowed values: fdic-certificate-number, license-number, permit-number, registration-number, other

zp:jurisdictionCountry *
List
One item per line.

zp:jurisdictionRegion *
List
One item per line.

zp:credentialAuthority *
Text

zp:credentialAuthorityUrl
Text
Format: web address (URL)

zp:validFrom
Text
Format: date and time (ISO 8601)

zp:validThrough
Text
Format: date and time (ISO 8601)

zp:updatedAt *
Text
Format: date and time (ISO 8601)