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# Email Deliverability 101: FYI about DNS (and subdomains)

Posted by [Derek A. Lackey, Editor](#) / August 01, 2018

Editors Note: Today were starting a new blog series Deliverability 101. We brought you the 250ok Deliverability Guide earlier this summer, and we realized we were only scratching the surface. So were barrelling head-first into the jungle, chopping away at topics that confuse, bewilder and otherwise agonize those learning how to send good email. Well post a new topic every Wednesday, and each will complement our Deliverability Guide. We hope you enjoy the ride.

Well start at the very ground floor: Domain Name System (DNS). DNS is one of the core components of the internet, and without it, you likely wouldnt be reading this information right now. DNS operates as a translation agent between human-readable words, domain names, and machine-operated internet protocol addresses (IP addresses). But because life cant be easy, its more complicated than just being a translation service. It also allows for the distinction of specific services that might operate on the same server.

## **How does DNS work?**

The DNS translates plain text requests for information into IP addresses for computers to locate, access, and uses information. For example, when a user asks to access [www.250ok.com](http://www.250ok.com), the web browser will ask (via DNS), Where do I find this website? DNS will respond, At the following IP address: 209.43.65.226.

DNS contains....

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