

elevate your identity





Domain Account Services Best Practices

Best Practice **Number 1** – Contact details

- **Setup a generic email address for your business instead of using a personal email when purchasing your domain services.**
- **With this change, as employees or members move to different locations or positions, important notices from your domain services will continue to arrive at the general email address.**
- **Use this general email address as the contact for all of your web services.**

Registrant:

Jane Doe
123 Main Street
Anytown, NY 00000
USA
Phone 555-123-4567

X Email: JDoe@isp.com

Registrar Name...: Register.com
Registrar Whois...: whois.register.com
Registrar Homepage: www.register.com
Domain Name: mybrand.com
Created on.....: 2009-08-19
Expires on.....: 2010-08-19

Administrative Contact:

Jane Doe
123 Main Street
Anytown, NY 00000
USA
Phone 555-123-4567
Email: JDoe@isp.com

Technical Contact:

Jane Doe
123 Main Street
Anytown, NY 00000
USA
Phone 555-123-4567
Email: JDoe@isp.com



Best Practice Number 2 – Use a branded email address

- **Once your business email service is up and running, set your temporary or initial email address (many times a personal email address) to forward to your domain's business email service. This is to make sure you don't miss renewal and other reminders.**



Best Practice Number 3 – keep track of domain services expiration dates

- **Maintain a record with all your web services and expiration dates.**
- **Every time a service is renewed, update the expiry date.**
- **If you purchase any new services, add them to the list.**
- **Save this on a shared drive so all members of the organisation can access it.**



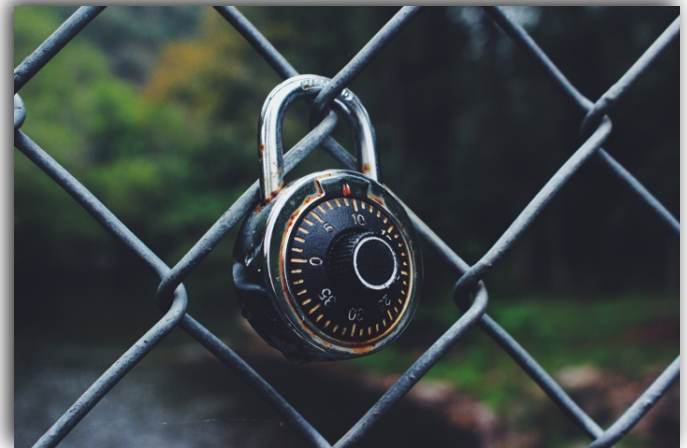
Best Practice Number 4 – Renew your domain services in advance



- Renew in good time, or even better, renew for multiple years. It is less administrative work. Enable an auto-renew if your registrar offers it.

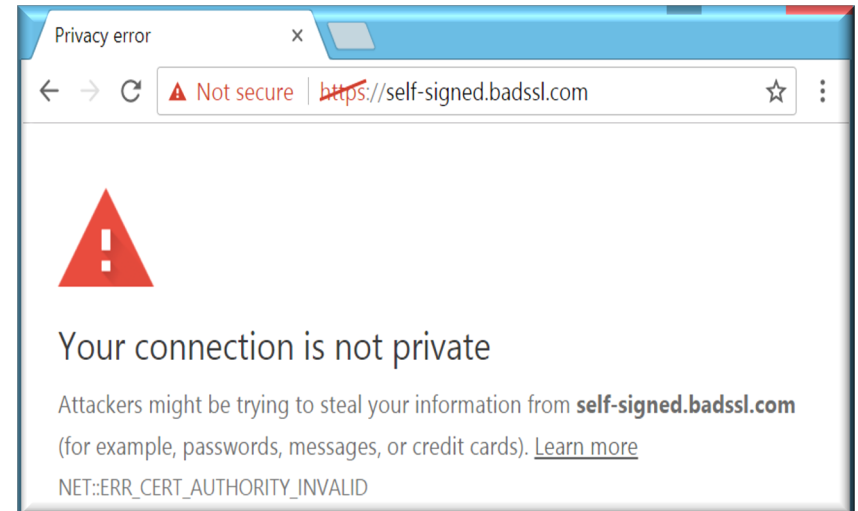
Best Practice **Number 5** – **Keep your passwords secure**

- **Ensure passwords are kept secure.**
- **When requesting a password reset, be sure to check your email's spam and junk filters - to ensure your reset email has not been delayed or redirected.**



Best Practice **Number 6** – Use an **SSL certificate**

- **Make sure you have an SSL certificate. It gives your visitors confidence their data is secure. If you don't, you can get browser warnings (such as Chrome putting up an error page).**



Best Practice Number 7 – Make your .coop domain name the primary name for your website

- **A common way of shifting to a new domain name to be the primary domain name for your website is to set that up and have the old domain name auto-forward to the new name.**
- **Another method is to use your new .COOP domain name with your current website along with the old domain name – through Host Headers:**
- **If you want to use your new domain name with your current website, simply ask your web hosting provider how to add a new “host header” domain name.**

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Best Practice **Number 7 (continued)**

- A Host Header tells your web hosts that you want to display the content on more than one virtual host. You then need to update your .COOP domain name DNS with an A record pointing to your web hosting server.
- Once added, the new and old domain name (ex. mydomain.com and mydomain.coop) will now display the same website when either domain name is typed into the browser.
- You can set the new .COOP domain “host header” as your default virtual host, which will automatically update the URL in the address bar when someone types in your old web address.
- Using the Host Header method, you do not need to purchase a separate hosting plan or another SSL certificate



Best Practice Number 8 – Transitioning to a new email address using your .coop domain name

- **Start by setting up new mailboxes for your .COOP domain name, which may require you to purchase an email service. Or if you are using Office 365, you may be able to create new email addresses using that same plan.**
- **Once you have set up new mailboxes, you can set up forwarding from your prior email address mailbox to your .COOP domain mailbox.**
- **Eventually you can delete the old mailbox.**



Working together

We can work together to promote the cooperative network!

For more assistance on Digital Empowerment and the Cooperative Identity, check out the Digital Empowerment Learning Hub here:

<https://identity.coop/learninghub/>

Please contact tom@identity.coop for marketing opportunities or collaboration ideas.