



The Domain Admin Playbook

Your guide to a successful domain portfolio strategy that maximizes the value of your digital assets.

corporate@101domain.com || www.101domain.services || +1.888.982.7940



DOMAIN ADMINISTRATION

CONTENTS

- 01 Introduction
- 02 Create a Centralized Strategy
- 03 Domain Managers Who Dropped the Ball
- 04 The Playbook
- 07 Partner With a Partner You Can Trust

INTRODUCTION

The digital landscape continues to grow and evolve with tens to hundreds of new top-level domains launching every year, in addition to the thousands of country code top-level domain and international domain variations that already exist.

To keep up with the world of domains that is moving at an alarming pace, many companies are delegating the workload of domain portfolio administration to Marketing, Brand Protection, IT, Legal, and departments in their organization. Others will outsource the work to legal firms and outside web developers.

Domain names are your greatest digital assets—and although they are managed similarly to trademarks, domain name administration is far more complex. For this reason, your domain admin should be a trusted partner, well-versed in the intricacies of the domain industry, and with the know-how to maximize the value of your domain portfolio.

The Domain Admin Playbook will act as your guide for a successful domain portfolio strategy. Our goal is to reduce the time and resources that you and your team spend day-to-day in the areas of domain management and brand protection by empowering you with the industry insight you need to succeed.



CREATE A CENTRALIZED STRATEGY

The primary roles of a domain administrator are to rein in costs, monitor your brand's intellectual property rights, and, most of all—keep your web infrastructure up and running.

If you do decide to outsource your company's domain name administration, make sure you know where your domains are registered, and that you have access to the account.

WHAT TO DO



Set up multi-user account access



Consolidate your domains and services with a single provider



Utilize two-factor authentication for account security

WHAT NOT TO DO



Register domain names under an individual's name



Delegate domain administration to a single person



Spread your domain names across multiple providers



DOMAIN MANAGERS WHO DROPPED THE BALL

#1



Back in 2017, the marketing automation giant forgot to renew their domain. Clients began reporting an unknown problem with the website, and it wasn't until a customer discovered the issue as a failure to renew their domain—and kindly paid the fee—that their team was able to get the service back online.

The customer tweeted the invoice at the company, "I renewed your domain @ Marketo. Hopefully things will be back up soon."

Marketo was fortunate to have a customer like Travis, who had the quick wit to reinstate the website on their behalf. The company valued at over \$5 billion vowed to do an internal audit of domain management operations to ensure something like this doesn't happen again in the future.

#2



It costs your company considerably whenever your website is offline and unavailable to customers. Sorenson Communications, who provides ASL emergency communication services, can attest.

An internal failure led the domain registration for sorenson.com to expire and an outage and interruption of services to ensue for two entire days. The downtime created weariness of their product, damaged their brand reputation, and hurt their profits.

To add to the trouble, Sorenson Communications was charged with a \$2.7 million reimbursement to the Telecommunications Relay Service Fund and a settlement of \$252,000 to the United States Treasury—all because they forgot to renew a .com domain—which runs around \$15.

#3



A common brand protection strategy is to register variations of the brand domain name with typos and misspellings. We see why that is, when Genesee Brewing Company, unfortunately, misspelled its domain name on its packaging (GeneseeeBeer.com—notice three "e's").

A customer spotted the error, registered the misspelled domain name, and redirected it to the correct website address (GeneseeBeer.com).

Genesee Brewing owned up to the error and publicly thanked the customer for their good deed and loyalty to the brand.

THE PLAYBOOK

Your guide to domain portfolio administration of your digital assets.

PLAY 1: USE A COMPANY NAME IN THE ORGANIZATION FIELD

When you register domain names, you are required by ICANN to submit registrant contact information or WHOIS contact information.



What is WHOIS contact information?

The WHOIS is a public database that contains domain registration record information such as the administrator's contact information, billing contact, and technical contact. All results shown are captured from registries and registrars and framed in real-time. Some information is publicly available in the WHOIS, while other information is shielded, depending on your domain privacy protection settings and registrar's policies.

Any information inputted in the Organization field of the registrant contact is the legal owner. Information fields for first and last names remain secondary because domain admins frequently change, as employees come and leave.

If a domain admin registers a domain under his or her name, and the Organization field is left blank, then that person is now the legal owner of that domain. For this reason, we always advise entering the company in the Organization field.

Registrant Contact Information

Please enter your new WHOIS contact information below.

Domain	Admin
Organization	Organization



PLAY 2: USE A TEAM DISTRIBUTION EMAIL ADDRESS

It is not standard practice to register domain names to an individual's email address. Instead, create a team email address such as domainadmin@company.com dedicated solely to domain administration.

Registrant Contact Information

Please enter your new WHOIS contact information below.

Domain	Admin
Organization	Company
Email Address	

Add multiple people in your organization to the distribution list; this way, you have many eyes on essential email notifications. Also, if your domain admin leaves your company, there still will be multiple employees with access to the email address and other information that is critical to account access.

The 101domain admin portal allows multi-user account access. Each user has a dashboard personalized to the features they need and none that they don't, to increase collaboration and security within your organization.

PLAY 3: AVOID CHARGES

To maximize portfolio efficiency and reduce costs, your domain admin should understand the fees that could potentially incur.

- Redemption Fee
- Name Server Change Fee
- Ownership Change Fee

Redemption Fee

If you let your generic top-level domain (gTLD) expire, there is a grace period in which you can renew the domain without an additional charge. If you pass this grace period, the domain enters into redemption. Here, you have 30 days to recover gTLDs in redemption by paying a fee.

The redemption fee is standard for ICANN-regulated gTLDs and accredited registrars. Country-code top-level domains (ccTLDs) do not necessarily follow this format. Many ccTLDs do not offer renewal grace periods at all. For this reason, we recommend enabling auto-renew and updating your payment information to ensure timely renewals.

Name Server Change Fee

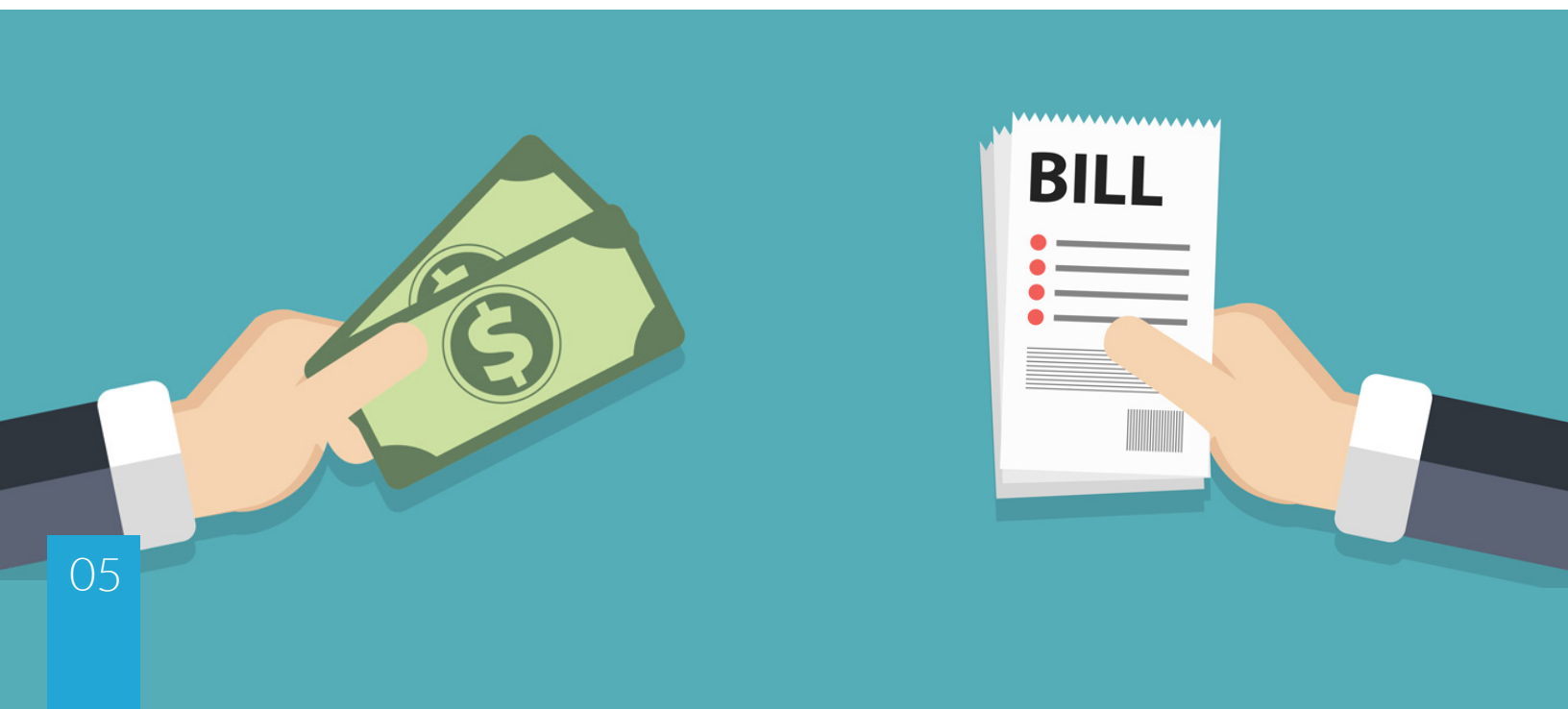
When you register a domain name, you must identify where you want to manage your nameservers. You can manage your nameservers with your domain registrar, or you can maintain your nameservers and DNS records elsewhere.

Some domain registries charge a fee for making name server changes. To avoid paying any fees, your domain admin should familiarize themselves with your domain name registrar and domain registry's policies before registration.

Ownership Change Fee

Similarly, some registries charge a fee for ownership changes. This fee is unavoidable if you are buying or selling a domain name.

Although your domain admins may change, the company should always be the permanent owner for domain registrations—another excellent reminder of why we advise that you should always have the company in the Organization field.



PLAY 4: MULTI-YEAR RENEWALS

As a subscription-based service, domain name renewals are at the top of the list when it comes to domain administration. Renewing domain names is time-consuming and crucially important. Not only does a domain admin have to make certain domains are renewed on time, but they also have the task of auditing your domain portfolio to ensure each registration is aligned and adequately utilized.

It is best practice to take advantage of multi-year renewals for your mission-critical domain names. Many domains can be renewed for up to 10-year terms—saving you time, money, and streamlining your administration efforts.

PLAY 5: SERVICES FOR DOMAIN ADMINISTRATION

Domain admins are focused more than ever on optimizing their domain portfolios to secure and protect their trademarks on the Internet.

Partnering with 101domain will help you develop a domain management and brand protection strategy that works for your business.

Availability Report

Gain global visibility into domain availability for areas you wish to expand your global web presence and protect your brand from commonly-squatted domain extensions.

Executive Report

Designed to present to management and C-suite executives, this executive report details the state of your brand in the domain name system and analyzes the effectiveness of your domain name and brand protection strategy.

Portfolio Audit

Audit your domain name strategy to ensure your portfolio is current and continues to support your brand.

Sample Availability Report

Domain Manager

kimberly@101domains.com

+1 858 864 1352

Domain Availability Report

PARISHILTON

Edit Report

Kimberly D

101domain.com

kimberly@101domain.com

Expires in 15 days

2/14/2019, 21:22 UTC

461 Results Available

Clear All Filters

Re-Run Report

Share

PDF Export

XLSX Export

Exports will contain filtered results only

Domain						Extension	Pricing					Privacy		Fees
Status	Domain	Extension	Country	Registration Time	Min. Term (yrs)	Is Premium	1 year	2 year	5 year	10 year	Privacy	Trustee / Proxy	Setup Fee	
All				All	All	All	All	All	All	All	All	All	All	
Available	PARISHILTON.SARL	.SARL	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-	
Available	PARISHILTON.SRL	.SRL	Generic	24 Hours	1 Year	No	\$7.99	\$79.98	\$199.95	\$399.90	\$5.99/yr	-	-	
Unavailable	PARISHILTON.ADULT	.ADULT	Generic	Instant	1 Year	Yes	\$103.00	\$206.00	\$515.00	\$1,030.00	\$5.99/yr	-	-	
Unavailable	PARISHILTON.JOOX	.JOOX	Generic	Instant	1 Year	No	\$89.99	\$179.98	\$449.95	\$899.90	\$5.99/yr	-	-	
Unavailable	PARISHILTON.SEX	.SEX	Generic	24 Hours	1 Year	Yes	\$103.00	\$206.00	\$515.00	\$1,030.00	\$5.99/yr	-	-	
Available	PARISHILTON.BIO	.BIO	Generic	Instant	1 Year	No	\$14.99	\$139.98	\$349.95	\$699.90	\$5.99/yr	-	-	
Available	PARISHILTON.BLACKFRIDAY	.BLACKFRIDAY	Generic	Instant	1 Year	No	\$149.99	\$299.98	\$749.95	\$1,499.90	\$5.99/yr	-	-	
Available	PARISHILTON.BUSINESS	.BUSINESS	Generic	Instant	1 Year	No	\$19.99	\$39.98	\$99.95	\$199.90	\$5.99/yr	-	-	
Available	PARISHILTON.LTD	.LTD	Generic	Instant	1 Year	No	\$19.99	\$39.98	\$99.95	\$199.90	\$5.99/yr	-	-	
Available	PARISHILTON.INC	.INC	Generic	2019-05-07	1 Year	No	\$2,499.00	\$4,998.00	\$12,495.00	\$24,990.00	\$5.99/yr	-	-	
Available	PARISHILTON.LIMITED	.LIMITED	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-	
Available	PARISHILTON.LLC	.LLC	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-	
Available	PARISHILTON.MARKET	.MARKET	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-	
Available	PARISHILTON.MARKETS	.MARKETS	Generic	Instant	1 Year	No	\$16.99	\$33.98	\$84.95	\$169.90	-	-	-	
Available	PARISHILTON.ENTERPRISES	.ENTERPRISES	Generic	Instant	1 Year	No	\$29.99	\$59.98	\$149.95	\$299.90	\$5.99/yr	-	-	
Unavailable	PARISHILTON.AGENCY	.AGENCY	Generic	Instant	1 Year	No	\$19.99	\$39.98	\$99.95	\$199.90	\$5.99/yr	-	-	
Available	PARISHILTON.COMPANY	.COMPANY	Generic	Instant	1 Year	No	\$8.99	\$17.98	\$44.95	\$89.90	\$5.99/yr	-	-	

PARTNER WITH A PARTNER YOU CAN TRUST

A strong domain management strategy requires around-the-clock care to protect your business from evolving threats, maintain your brand reputation, and strengthen your customer trust.

The role of a domain admin is to maximize and optimize your domain portfolio. The less you have to worry about which domains are coming up for renewal, and where, the better. We recommend consolidating your domain portfolio with a partner who will be there to support you as an extension of your brand.

101domain is flexible enough to meet your needs, offer worldwide coverage, and can be your go-to resource for strategic guidance.



www.101domain.com
corporate@101domain.com
877.983.6624