

DOMAIN

Portfolio Checklist

Evaluate Current Domains

Thoroughly analyse the performance and relevance of your existing domains. Monitor domain traffic, engagement, and conversion rates to understand the value each domain brings to your brand.

Example: Assess domain A's traffic performance compared to domain B to determine which drives more leads and higher revenue.

Consolidate Domains

Streamline domain management by consolidating all domains into a single, centralised system. This improves efficiency, continuity, security, and ease of administration.

Example: Utilise a single domain registrar or management platform to oversee all domain registration, renewal, and transfer processes.

Identify New Domain Needs

Examine your brand growth and evolving requirements for additional domains. Consider registering more specific or varied domain names, including alternative top-level domains (TLDs), geographic-based, or keyword-focused or trademark domains.

Example: If your business expands to a new country, secure a country code top-level domain (ccTLD) like domain.co.uk for the UK market.

Register & Secure New Domains

Implement your domain expansion strategy by registering and securing all identified domain names, ensuring they align with your brand, long-term digital strategy, and potential future markets.

Example: Register domain names with industry-relevant keywords or trending phrases to improve search engine ranking and visibility.

Set Auto Renewals

Implement automatic domain renewals to prevent accidental loss of domain ownership and eliminate the risk of missed renewals due to human error.

Example: Configure your domain management platform to renew domains well ahead of their expiration dates automatically.

Monitor Brand Mentions and Trademarks

Regularly review domain registrations, mentions, and listings across the internet to identify potential trademark infringements or unauthorised uses of your domain names.

Example: Deploy automated brand monitoring tools to flag cybersquatting, typo-squatting, phishing sites or other misuse of your domain names.

Stay Updated on Industry Trends

Maintain a strong understanding of and familiarity with domain industry trends, changes, and updates to make informed decisions and adapt your strategy accordingly.

Example: Stay informed on introducing new TLDs, changing domain registration policies, and emerging domain management best practices to ensure your online brand remains optimised and secure.

Periodically Review Domain Strategy

Consistently assess the effectiveness of your domain management strategy and adjust it as needed, taking into account brand growth, industry changes, and digital marketing priorities.

Example: Configure your domain management platform to automatically renew domains well ahead of their expiration dates.