

# Domain Portfolio Management

## What is it.

For some clients with large domain portfolios there is a benefit to having this centralised under one point of contact that understands your business and domain management.

Requirements vary from one portfolio to another and management may include aspects such as :-

- verifying renewals with the domain owner
- providing DNS services where required
- providing a landing page for parked domains if required
- verifying the registrant's details to be correct
- locking the domain from inadvertent or unwanted transfer
- advising on releases of new market specific domain extensions
- periodical summary report for actions and considerations
- recommendations on using campaign specific domains
- advising of changes to qualifications for domain ownership

## What we see.

We routinely see client domains registered by professionals in their companies, but with little or no knowledge of the subject. This leads to parked domains being overlooked and little strategy applied to how they are used to best advantage, especially when several domains are used. All this leads to confusion and possible unnecessary cost. It needs to be kept simple, secure and up to date; that's what we do with you.

Domains are registered for a fixed period, usually between one and ten years, depending on availability of that particular domain extension. When a domain's registration period is approaching, we do see that automatic renewal emails from registrars sent to users end up in their Spam boxes and therefore the renewals are overlooked. The consequence is the domains expire by accident. We ensure this does not happen as we proactively manage the renewals.

You may have several registered domains, and they may not now correspond to your business needs in which case new domains can be added and redundant domains dropped carefully. We say 'carefully' as most dropped domains are scavenged and re-registered by others. Here's a useful news article - <https://blog.toucan-group.com/online-reputation-renew-old-domain-names/>

Some registrations for some domain extensions have extended conditions and the registration process can be more complex; we manage this with you.

Having been managing domains since 1997, Toucan has accumulated a high level of knowledge and experience in all domain related activities including registration, renewals, updates, transfers, and recoveries. As approved resellers for OpenSRS, one of the biggest domain registrar's in the world, and Janet the UK's registration authority for Education (e.g. .ac) and Government domains (e.g. .gov.uk) we've got it covered.

## Costs

This can be adapted to suit the individual client but would normally include:

- Domains will be renewed at the normal prevailing costs at the time they become due. Costs will be advised at the time. For client coming on to the scheme we can advise costs so an informed decision can be made.
- Annual review of all domains as required, expiry dates and any commentary necessary. Cost is portfolio size and domain extension dependant, and this can be estimated at the time of enquiry.
- Initial review and gathering information. This can vary significantly from portfolio to another.

## Supporting Services

Our domain portfolio management services complement our hosting, email, web development and online marketing round up. Clients with parked domains (registered domains without a website) may choose to point them to a global single webpage which presents basic company information from which the visitor can be linked to other collateral that the company has online, such as websites, blogs and social media channels.

### More information on this subject from:

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