

Launching Your Site

by Dan Ficker

What We Will Cover

- Gather Website Team Information
- How does DNS work?
- Change DNS records
- Configure SSL Certificates
- Determine Hosting
- Let's Move It!

About Me

- Dan Ficker
- Twitter: [@deliriousguy](https://twitter.com/deliriousguy)
- Web: <http://da-man.com/>
- Web Developer:



DESIGN

DEVELOP

MARKET



What We Need



- Domain Registrar
- Domain Owner
- DNS Servers
- DNS Managers
- Hosting Provider



How DNS Works

DNS = Domain Name System

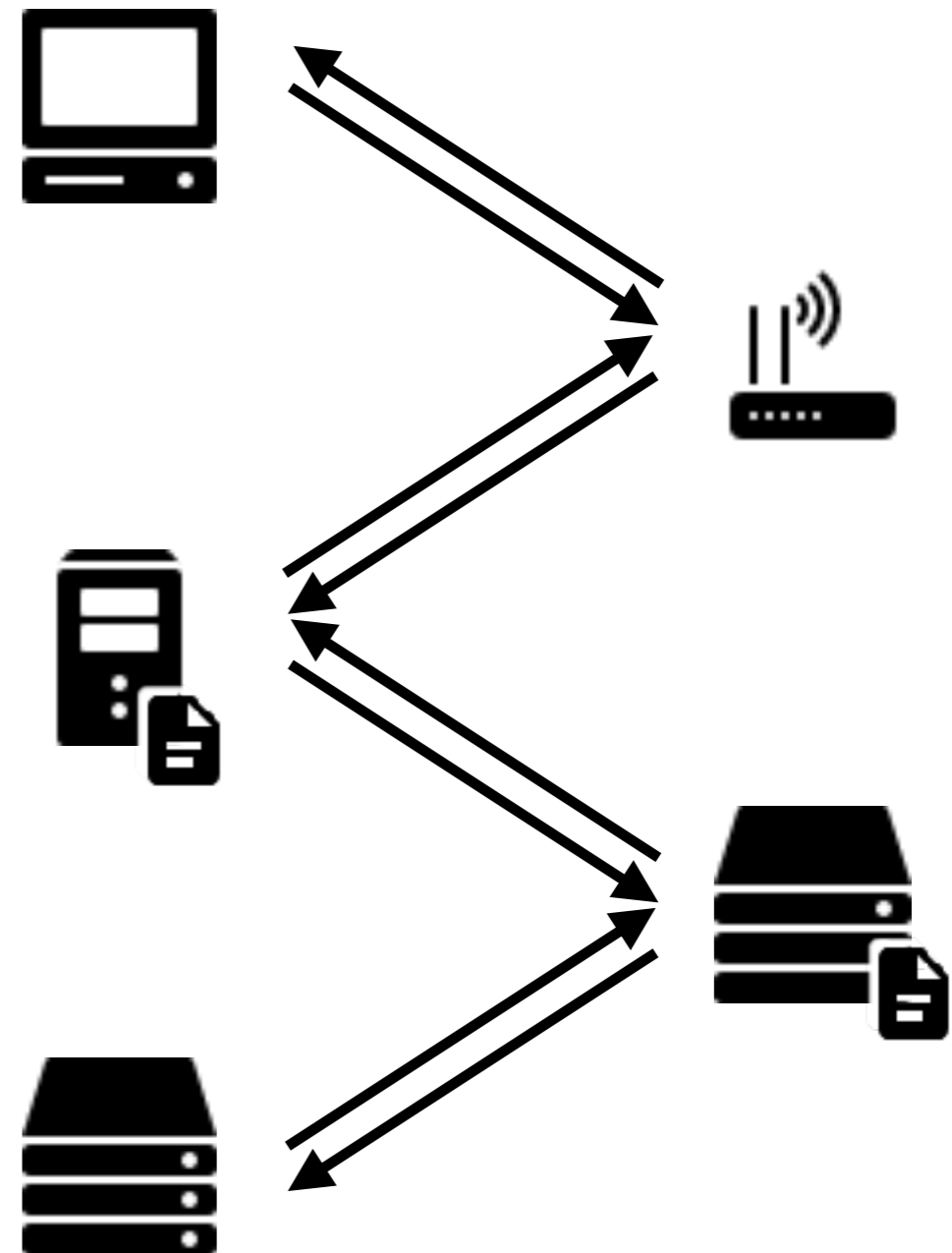
Internet Overview

- Your Computer
- Local Network Router
- Internet Provider Router(s)
- Internet Backbone(s)
- Name Server(s)



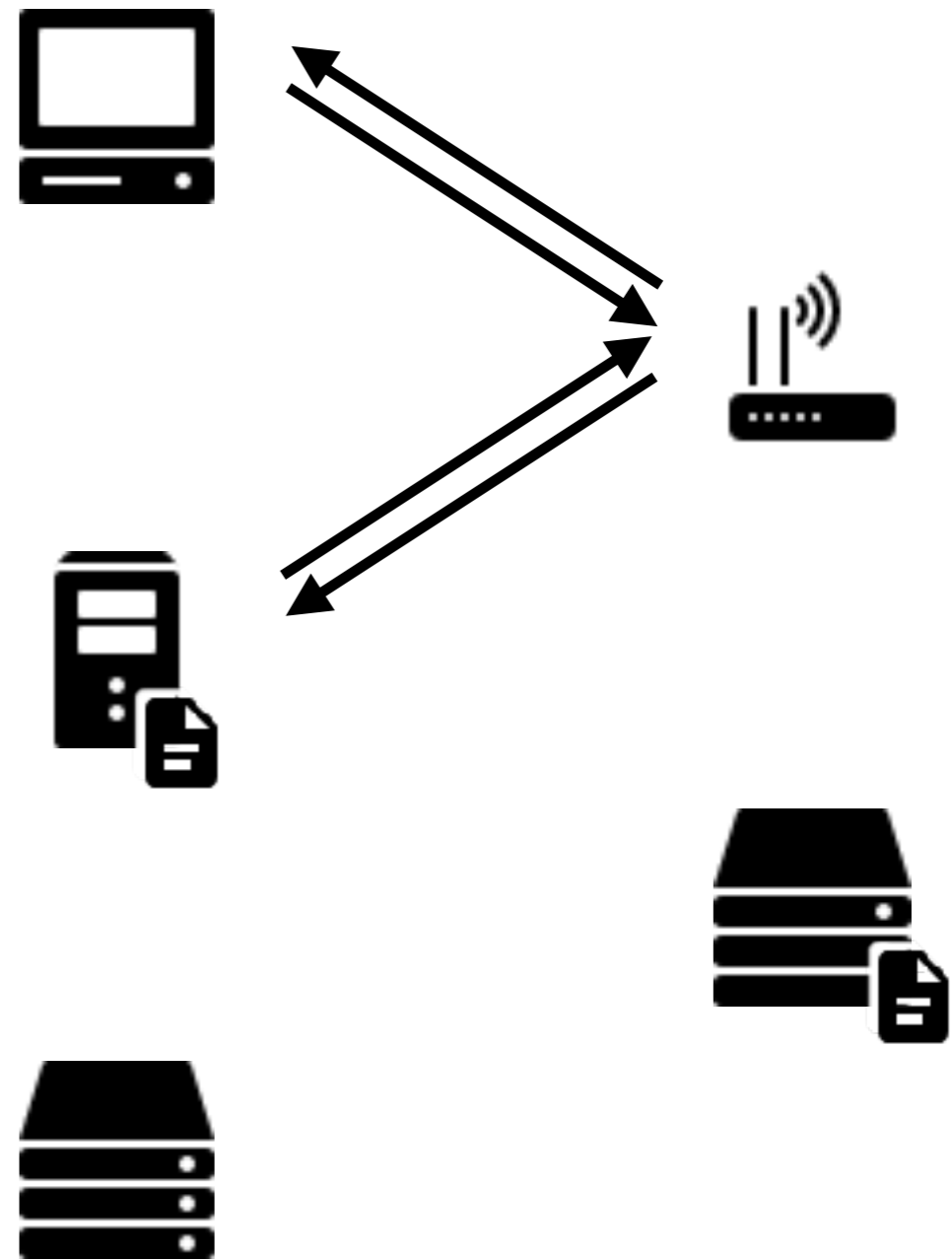
The Request Path

- Your computer asks the router, “Where is minnestar.org?”
- The router doesn’t know, so it passes the request on.
- If no one knows, the name server knows
- DNS servers can save a copy to use for later requests of the same data.



Time To Live (Caching)

- Response: “199.199.215.113”
- It includes a TTL of 3,600 seconds.
- Routers assume this data is good for the next 3,600 seconds.
- Routers can keep it and give it to others until expiration.
- Result: Faster to get commonly-used DNS records.





Gathering Stakeholders

Making a List

Image: [NBC12](#)

The WHOIS Record

- Websites or commands to look up Whois records.
- Important Parts:
 - Registrar
 - Admin Contact
 - Expiration Date
 - DNS Nameservers

```
Domain Name: MINNESTAR.ORG
Registry Domain ID: D157139627-LROR
Registrar WHOIS Server:
Registrar URL: http://www.enom.com
Updated Date: 2016-09-14T20:02:46Z
Creation Date: 2009-09-18T17:50:31Z
Registry Expiry Date: 2017-09-18T17:50:31Z
Registrar Registration Expiration Date:
Registrar: eNom, Inc.
Registrar IANA ID: 48
Registrar Abuse Contact Email:
Registrar Abuse Contact Phone:
Reseller:
Domain Status: ok https://icann.org/epp#ok
Registry Registrant ID: C143885986-LROR
Registrant Name: Jamie Thingelstad
Registrant Organization: Minnestar
Registrant Street: 5237 Morgan Ave South
Registrant City: Minneapolis
Registrant State/Province: MN
Registrant Postal Code: 55419
Registrant Country: US
Registrant Phone: +1.4359530
Registrant Phone Ext:
Registrant Fax:
Registrant Fax Ext:
Registrant Email: admin@minnestar.org
Registry Admin ID: C143885986-LROR
Admin Name: Jamie Thingelstad
Admin Organization: Minnestar
Admin Street: 5237 Morgan Ave South
Admin City: Minneapolis
Admin State/Province: MN
Admin Postal Code: 55419
Admin Country: US
Admin Phone: +1.4359530
Admin Phone Ext:
Admin Fax:
Admin Fax Ext:
Admin Email: admin@minnestar.org
Registry Tech ID: C143885986-LROR
Tech Name: Jamie Thingelstad
Tech Organization: Minnestar
Tech Street: 5237 Morgan Ave South
Tech City: Minneapolis
Tech State/Province: MN
Tech Postal Code: 55419
Tech Country: US
Tech Phone: +1.4359530
Tech Phone Ext:
Tech Fax:
Tech Fax Ext:
Tech Email: admin@minnestar.org
```

WHOIS Record Highlights

- Registrar
 - Registrar URL: `http://www.enom.com`
 - Registrar: `eNom, Inc.`
- Important Dates
 - Updated Date: `2016-09-14T20:02:46Z`
 - Creation Date: `2009-09-18T17:50:31Z`
 - Registry Expiry Date: `2017-09-18T17:50:31Z`

WHOIS Record Highlights

- Registrant Contacts (abbreviated)
 - Registrant Name: Jamie Thingelstad
 - Registrant Organization: Minnestar
 - Registrant City: Minneapolis
 - Registrant Email: admin@minnestar.org
- Name Servers
 - Name Server: DNS1.REGISTRAR-SERVERS.COM
 - Name Server: DNS2.REGISTRAR-SERVERS.COM

WHOIS Definitions

- Registrar: Company who leases the rights to the domain name.
- Registrant & Admin: Person/Organization who manages the domain name.
- Name Servers: Servers to query for DNS Records.

Stakeholder List



- Domain Registrar: eNom
- Domain Owner: Minnestar, admin@minnestar.org
- DNS Servers: DNS1.REGISTRAR-SERVERS.COM,
DNS2.REGISTRAR-SERVERS.COM
- DNS Managers: ?
- Hosting Provider: ?

DNS Next Steps

- Find out who manages current name servers.
- See if they will continue hosting name servers.
- If not, set up new DNS name servers.
- Get login/contact for changing DNS records.



Hosting

The Launch Pad?
Maybe this analogy doesn't work.

Hosting Requirements

- Depends highly on your web site and it's needs.
- Talk to developers, hosting companies to find needs.



Hosting Trade-Offs

- Hosting can be from \$2 to thousands per month.
- More money can get more performance.
- More money will usually get better support.
- More money can also get more simultaneous traffic.

Stakeholder List



- Domain Registrar: eNom
- Domain Owner: Minnestar, admin@minnestar.org
- DNS Servers: DNS1.REGISTRAR-SERVERS.COM,
DNS2.REGISTRAR-SERVERS.COM
- DNS Managers: Jamie Thingelstad
- Hosting Provider: IP House

Getting DNS Records

- With VPS or Private Server, you may just point to IP:
 - A record: 10.234.56.78
- Shared/cloud hosts require to know what domains you point.
- Shared/cloud hosts may give you an A or CNAME record to the server:
 - CNAME: live-sitename.pantheonsite.io

Default Domains for the Live Environment

live-augustash.go.pantheon.com [Legacy Platform](#) [Remove](#)

live-augustash.pantheonsite.io [Platform](#)

Custom Domains

Add the custom domain(s) you would like pointed to your Live environment. For more information, see [Domains and DNS](#).

[Add](#)

[augustash.biz](#) [Show DNS Recommendations](#) [Remove](#)

[augustash.co](#) [Show DNS Recommendations](#) [Remove](#)

[augustash.com](#) [Hide DNS Recommendations](#) [Remove](#)

Record Type	Record Value
A	158.61.250.150
AAAA	2001:4801:7901:0000:affB:a2dB:0000:0851

[augustash.mnhi](#) [Show DNS Recommendations](#) [Remove](#)

[augustash.net](#) [Show DNS Recommendations](#) [Remove](#)

[augustash.org](#) [Show DNS Recommendations](#) [Remove](#)

[augustash.us](#) [Show DNS Recommendations](#) [Remove](#)

[www.augustash.biz](#) [Show DNS Recommendations](#) [Remove](#)



SEO Considerations

Making a Robot-Friendly Transition

HTTP 301 Response

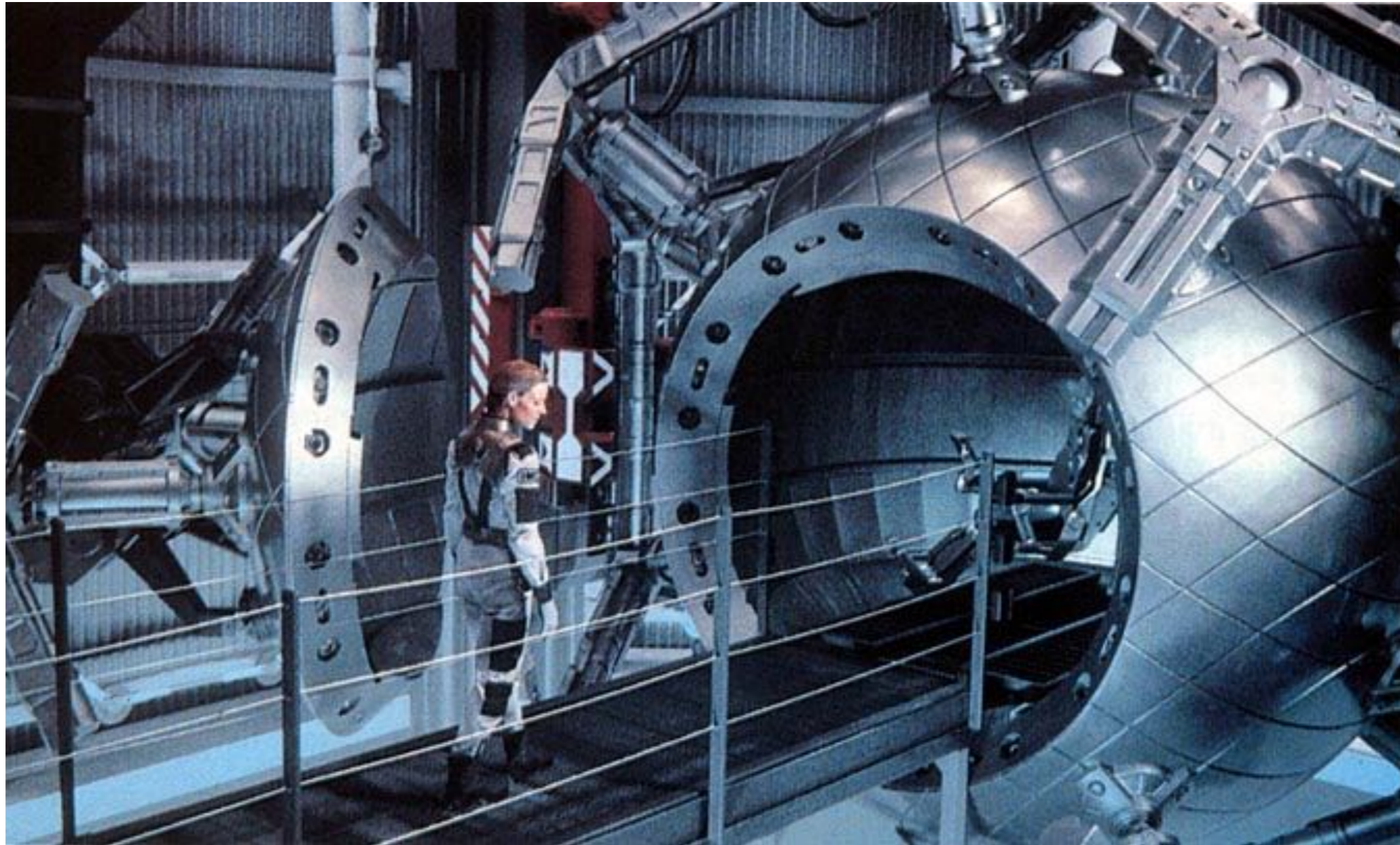
- Redirects browsers and tells the Internet, “This content has permanently moved.”
- Search engines move link reputation and other ranking from the old URL to the new one.

Redirect Content

- The old “About Us” page was at `/about.asp` or `/info/about`.
- They should be redirected to the new page, `/about-us`.
- If using a CMS platform, usually a tool to set redirects. Otherwise, can be added to server config.
- If the old page does not exist on the new site, don’t just redirect to a random page. 404 page is fine.

Redirect Domains

- A site can often be accessed by minnestar.org or www.minnestar.org.
- Maybe even minnebar.org, minnedemo.org too.
- Redirect all to minnestar.org.
- Helps make sure search engines are less confused about duplicate content.
- Keeps links consistent for all visitors.



The Big Launch

Final Preparations

- Edit your hosts file to point to the IP or view it on a working test domain. Verify site is looking good.
 - You can still see the old/new site side-by-side.
- Put the TTL on all DNS records as low as 600 seconds.
 - Less time of both old and new being accessed/ cached at same time.
 - If previous TTL was 3,600 or 86,400 seconds, wait that long so that DNS caches are updated.

Making The Switch

- Update the DNS records to point to the new host.
- For the length of the TTL time after change, some visitors will see the old site and some the new.
- The site is now live.



Post-Launch Testing

- Check on various networks that the website looks like it moved.
- Verify DNS Propagation: whatsmydns.net
- Verify SSL Configuration: ssllabs.com
- Verify redirects in place and working.
- ***Congratulations!***

Thank You

Any Questions?