

# The Domain Lifecycle Management Playbook

## A Practical Guide to Protecting and Optimizing Your Portfolio

A well-planned strategy for managing your domain name portfolio is critical. It's not just about registering names; it's about protecting your brand, ensuring online stability, and maximizing your digital assets' value. Effective lifecycle management minimizes risks like security breaches and brand impersonation while optimizing your investment in domains.

### 1. Registration Strategy & Domain Policy:

A well-defined registration strategy and a robust domain policy are foundational. The strategy involves “the what” and specifically identifying key brand elements and determining where they need protection, including defensive registrations. This policy documents “the how” and specifically the processes for registration, defines roles and responsibilities, and outlines request procedures and timing. Regular review ensures the policy remains effective and aligned with your evolving business needs.

#### Your Checklist:

- ☐ Identify and categorize key brands, trademarks, and keywords.
- ☐ Create tiers and categories for where trademarks need to be protected globally, to help determine which ccTLDs to register.
- ☐ Develop a defensive registration strategy (typo domains, combination domains, new gTLDs).
- ☐ Document the current domain registration and management process.
- ☐ Define who can register a domain, what gets registered, and where.
- ☐ Include the process for domain request submission (who, what department, budget owner, intended use).
- ☐ Determine timing of registration, especially for brand launches.
- ☐ Review the registration and management policy regularly (quarterly at first, then annually) and gather feedback.

### 2. Portfolio Management:

Effective management involves collecting and organizing relevant data, implementing robust security measures, and utilizing reporting tools to uphold and upkeep your strategies. Your registrar and domain management process should ultimately be aligned with the policies you set - both in what you collect and how you organize that information. Security should be addressed at the account, domain, and portfolio levels. Regular reporting helps track domain usage, identify potential issues, and inform decisions.

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[Watch the recording or scan the QR code.](#)



**Your Checklist:**

- ☐ Map your domain policy to your registration and transfer workflows.
- ☐ Collect key data at registration and transfer (who registered, business unit, primary purpose, associated brand).
- ☐ Implement account-level security (no shared logins, role-based access, 2-factor authentication, single sign-on, regular account access audits).
- ☐ Implement domain-level security (identify business-critical domains, registry locking, escalation process).
- ☐ Implement portfolio-level security (standards for domain use, authorized DNS/SSL providers, policies for defensive domains – including standards for DNS zones, transitioning domains from enforcement actions).
- ☐ Utilize reporting tools for portfolio health, traffic, resolutions, certificates, registrations, and lapses.

**3. Domain Retirement:**

Effectively and securely retiring domains is an important part of optimizing your portfolio. Understanding the risk of domain lapses and how and when to keep or remove domains is a critical aspect of lifecycle management. Consider domain usage, value, and the potential risks associated with lapsing a domain. Thoroughly understand use and end-user behavior, and the level of risk that presents to the business, if a domain is removed. For recovered domains, monitor traffic and consider the circumstances of recovery before deciding on a retention strategy. Monitor your lapsed domains to look back, report on, and learn from your own portfolio data. It is important to learn and iterate from the findings you collect.

**Your Checklist:**

- ☐ Check for key data points (traffic, resolution, active records).
- ☐ Have a thorough understanding on the domain's historical use and the potential exposure that creates for the business and your end-users.
- ☐ Consider domain value on the secondary market.
- ☐ Evaluate risks of lapsing (historical use, impact on other domains/integrations).
- ☐ Determine strategy for recovered domains (redirect, monitor traffic, lapse if appropriate).

**Take Control of Your Domains**

Domain lifecycle management can be complex, but with a strategic approach, you can protect your brand and optimize your online presence. Connect with the GoDaddy Corporate Domains team today for expert guidance and tailored solutions to manage your domain portfolio.

**About GoDaddy Corporate Domains**

GoDaddy Corporate Domains empowers businesses to seamlessly manage and protect their valuable domain portfolios. With advanced tools, robust security, and expert consulting, we help organizations optimize their domain strategy and maximize brand value. Work with GoDaddy Corporate Domains to safeguard your online assets and drive your digital success.