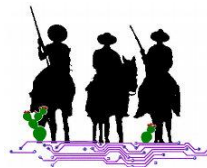


Website Owner's Log

Secure Information for the Domain Name, Host, and Analytics Accounts

Presented by:



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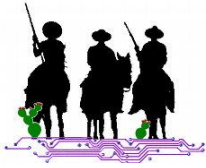
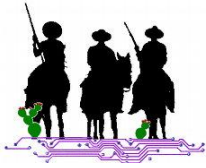


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Website Owner's Log – Secure Information

One of the most challenging aspects of owning a website is keeping track of all the separate pieces that make it work: the domain name and domain registrar, the name servers, the host, the content files, etc. Each piece has its own login and password, expiration date, contact emails, credit card information. The pieces are often scattered, because they're maintained by different vendors.

Website developers come and go; full-time personnel come and go. It is easy to lose track of the company's website's domain and hosting expiration dates. It is easy to allow critical email addresses to become out-of-date. And who remembers to update their website domain registrar account when their credit card number or expiration date changes?

It's easy to forget. And the results can be catastrophic for your business, including the sudden shutdown of your website, or the loss of your domain name. We've seen it happen more than once!

Keep Your Website Information Organized and Up-to-Date

The best solution to this problem is to maintain a simple record of all the website information in once place, and that is the purpose of this *Website Owner's Log*.

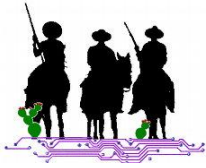
How to Use This Document

Use this document to keep your critical website ownership information organized and up-to-date. The process of looking up this information and recording it here will systematically take you each one of the pieces that make your website available on the World Wide Web.

We suggest that you print out this file, complete it by hand, and keep it in a secure filing cabinet, desk drawer, or an unmarked binder. Treat this document the same way you would treat a set of keys to your business, because that's what it is.

If you provide this information to an employee or contractor, such as a technical writer, website developer, or SEO marketer, we also recommend that you **maintain a record of who received it and when**.

Also, remember to change the passwords and contact information on these accounts when necessary, such as when an employee quits.



1.0 Domain Registrar

A *domain registrar* is a company accredited by the Internet Corporation for Assigned Names and Numbers (ICANN) to sell and maintain Internet domain names. When you register your website domain name, you do so with a registrar. The same company may also provide you with website hosting, (we recommend keeping them with separate vendors), but the domain registrar service is distinct from the website hosting service.

We also suggest that you only register your domain for one or two years at a time, which will force you to keep this information current.

Domain Name: _____

i.e., everything after the "www". Example: flameskimmers.com

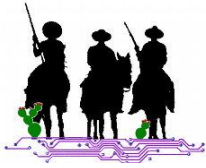
Domain Registrar: _____

Expires On: _____

Login ID: _____

Password: _____

Additional Domain Registrar Info and Notes:



1.1 Domain Contact Information

IMPORTANT: Keep your domain contact information up-to-date. If you don't keep this information current, you won't receive the domain expiration notices, and you could potentially lose your domain name without realizing it until your site is no longer available.

IMPORTANT! MAKE SURE THAT THE REGISTRANT, ADMINISTRATIVE, TECHNICAL, AND BILLING CONTACTS ARE THE APPROPRIATE PEOPLE.

Registrant: The Registrant is the person or entity that "owns" this domain *according to the records of the Registrar*. This is the "domain holder". Note that you do not "own" the domain, you only have an exclusive right to use it.

Name: _____

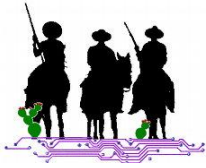
Email: _____

Administrative Contact: The Administrative Contact is the individual who is authorized to interact with the domain name registrar. This individual has full authority for all changes to the domain name. For example, if you've lost your domain registrar login and password, the Administrative Contact is the person to whom the registrar will send the new access information.

Name: _____

Email: _____

KEEP THIS EMAIL ADDRESS CURRENT!!!



Technical Contact: The Technical Contact is the person who is responsible for maintaining the name servers associated with the domain name.

Name: _____

Email: _____

Billing Contact: The Billing Contact is the person responsible for paying for the domain name renewals.

Name: _____

Email: _____

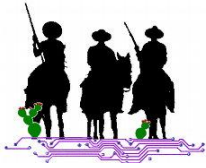
Domain Billing Information: Just keep enough information here to know which card you used on the account.

IMPORTANT! Keep your billing information current! If you do, then even if you don't receive the domain expiration notices because the Administrative Contact email is out-of-date, your domain may still be updated automatically.

Credit Card Type (Discover, MasterCard, Visa, etc.): _____

Credit Card Number (for additional security only enter the last 4 digits here):

Expiration Date: _____



1.2 Name Servers

When you sign up for a website hosting account, the Host will send you their name server information (i.e., NS1 and NS2). **You must enter this information into your domain registrar account in order to make your website "live"**. The registrar tells all of the servers on the Internet the names of those servers that have the "authoritative" information about your website's location, or address, on the Web.

After you enter the Name Server information in your domain registrar account, your website will become "live". Note that it can take up to 72 hours for all of the world's servers to be updated with the new information.

To Switch Hosts

If you want to switch hosts, this is how you do it: sign up for a new host account, and enter the new host's name server information in your domain registrar account.

NS1: _____

NS2: _____

2.0 Website Hosting Account

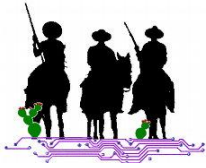
Although you probably have your own copies of your website files somewhere on your company's server, the host server is where the files for your live website are kept.

Web Host: _____

Username: _____

Password: _____

PIN: _____



2.1 Host Administrator 's Login Information

Many hosts will provide you with a second login and password in order to access the website Administrator's Console. Maintain it here:

Login: _____

Password: _____

2.2 Host Billing Information

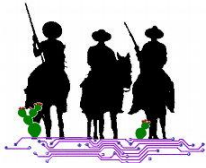
Again, just keep enough information here to know which card you used on the account

Credit Card Type (Discover, MasterCard, Visa, etc.): _____

Credit Card Number (for additional security only enter the last 4 digits here):

Expiration Date: _____

2.3 Additional Host Info and Notes:



3.0 FTP Access

"File Transfer Protocol" (FTP), is the method used to upload ("put") and download ("get") files to and from your local computer to the remote web server hosting account. SFTP ("Secure FTP"), is more a secure version of FTP.

You will need this information if you develop your website on your local PC, so you can upload your files to your host account.

For example, you will need this information if you're using Dreamweaver to develop your website, or if you want to use your own FTP client to upload files, instead of using the host's console tools.

When you sign up for a website hosting account, the Host will send you the following information. We suggest that you print out that original email from the host, and also keep a record of the details here for convenience:

FTP Host: _____

FTP Domain: _____

FTP Login: _____

FTP Password: _____

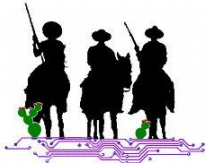
4.0 Website Host Visitor Statistics

Again, the Web Host will provide the location of your visitor statistics. Maintain the access information here for convenience:

URL: _____

Login: _____

Password: _____



7.0 e-Commerce Account Information

Use these fields to maintain the information for your online store, including the store Host, your Shopping Cart service, and the Secure Payment Gateway and/or Merchant Account:

HOST:

Username:

Password:

Other Info:

SHOPPING CART:

Username:

Password:

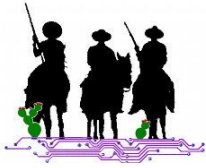
Other Info:

SECURE PAYMENT GATEWAY:

Username:

Password:

Other Info:



9.0 Questions? Need Additional Help? Call Today! 412.422.1611

Problems with domain and hosting accounts can pose a serious threat to a business! If you need a hand, please call us.

10.0 Conclusion

We have been developing and maintaining websites since the first days of the World Wide Web, and we have seen some really terrible, costly domain and host problems with severe consequences for small and large businesses alike.

Maintaining this information in a single, secure location is your best defense against losing control of your domain name or your website.

We hope this helps! An ounce of prevention is worth a pound of cure

This document is our way of giving something back to the business community in return for all of the advice and assistance we've received over the years through the generosity of others. Pay it forward...

Sincerely,

The Circuit Riders development team

12/28/2010

For additional website owner's information, please see our website at:

<http://www.circuit-riders.net>