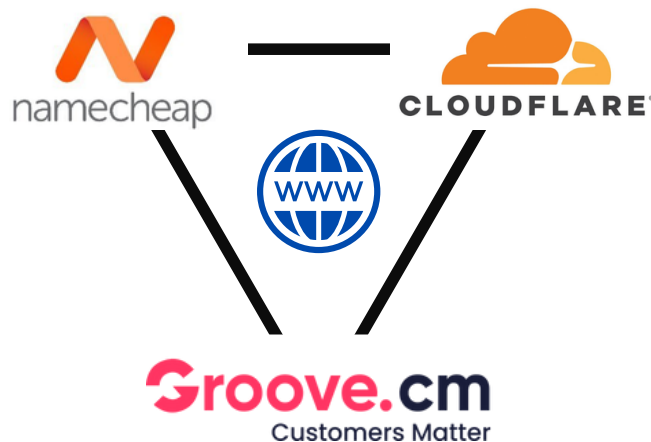




Mindphase Inc.

The Ultimate Domain Registration & Configuration Checklist



v1.20



<https://www.mindphaseinc.com>

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The Ultimate Domain Registration & Configuration Checklist

Domain Registrar



- ✓ **Namecheap** is one of the dominant players in the **domain registrar** and web hosting provider space.
- ✓ They offer affordable and reliable services for individuals and businesses looking to establish an online presence.
- ✓ With user-friendly interfaces and excellent customer support, Namecheap simplifies the process of registering domain names, configuring DNS settings like SPF records, and setting up web hosting to ensure secure and efficient website operations.
- ✓ Their commitment to affordability and security makes them a popular choice for those seeking quality online solutions.

Domain Management & Configuration

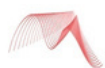


- ✓ **Cloudflare** is a leading provider of cloud-based services that offer website security, content delivery, and **domain management** solutions.
- ✓ Known for their robust security features and global network infrastructure, Cloudflare helps businesses optimize website performance, protect against cyber threats, and manage DNS configurations like SPF records efficiently.
- ✓ Their user-friendly platform and reliable customer support make Cloudflare a trusted choice for organizations seeking to enhance their online presence with advanced security and performance enhancements.

Sales Funnel, Online Sales & Digital Marketing Platform



- ✓ **Groove.cm** is a powerful and comprehensive **Digital Marketing Suite**. It is a platform that combines various essential tools for online businesses.
- ✓ It offers features such as funnel building, email marketing, affiliate marketing, and a built-in payment processor. Users can create and sell digital products, courses, and memberships seamlessly.
- ✓ Whether you're a beginner or an experienced marketer, **Groove.cm** provides a suite of applications to supercharge your business and and business growth.





The Ultimate Domain Registration & Configuration Checklist

I. Domain Name Research & Preparation



- Find your perfect domain and prepare for hosting - the right way.
- Skip steps as appropriate for you.

TASK LIST	
<input type="checkbox"/>	<p>Select A Niche For Your New Domain</p> <ul style="list-style-type: none"> • What is the domain is about. Is it related to health, wealth, relationships? • Or is it a business / personal brand? <p> <input type="radio"/> Health <input type="radio"/> Wealth <input type="radio"/> Relationships <input type="radio"/> Personal <input type="radio"/> Business </p>
<input type="checkbox"/>	<p>Domain Name Research</p> <ul style="list-style-type: none"> • Visit LeanDomainSearch.com • Enter one or two keywords related to your selected niche or use your own existing name or brand identity • Compile a list of 20-25 potential domain names • Review & assess the names. Pass the radio test, watch for spelling, make it short... Pick your Top Three. • Get a second, third, fourth opinion. Rinse Repeat. <div style="border: 1px solid #ccc; padding: 5px; background-color: #f9f9f9; width: fit-content; margin-left: auto;"> <p>The Top 3 Choices</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> </div>
<input type="checkbox"/>	<p>Verify Domain Name Availability At Namecheap</p> <ul style="list-style-type: none"> • Visit Namecheap.com • Verify availability of your selected domains and pick an available one. • Don't Register it Just Yet (!) • Domain Selected: _____
<input type="checkbox"/>	<p>Verify Gmail Availability At Google</p> <ul style="list-style-type: none"> • Let's say you settled on a domain called MyFancyDomain.com • Check if MyFancyDomain@gmail.com is available and get it. • If not available, get an email address similar or relevant to your domain name. Use this email for all tech services and platforms. Do not use for customer engagement. • Using your personal email is not recommended for either of these tasks, allowing you to have well defined emails for various purposes.
<input type="checkbox"/>	<p>Will You Need Customer Engagement Via Email</p> <ul style="list-style-type: none"> • Will you be sending personal or marketing emails? <p> <input type="radio"/> Personal <input type="radio"/> Marketing <input type="radio"/> Both <input type="radio"/> None </p>





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II. Domain Registrar & Hosting Configuration



- Register your domain and recommend linking it to Cloudflare
- Skip steps as appropriate for you.

TASK LIST	
<input type="checkbox"/>	<p>Decide Your Website's Type</p> <ul style="list-style-type: none"> • What Is the Type Of Your Web Presence? <ul style="list-style-type: none"> <input type="radio"/> Blog <input type="radio"/> Business <input type="radio"/> Funnel <input type="radio"/> Bridge / Landing Page <input type="radio"/> Gallery <input type="radio"/> Personal <input type="radio"/> Ecomm <input type="radio"/> Other
<input type="checkbox"/>	<p>Register The Domain</p> <ul style="list-style-type: none"> • Log in at <u>Namcheap.com</u> if you already have an account • Use the Gmail email secured above to create an account at <u>Namcheap.com</u> • Select your email package if / as appropriate • The starter email is more than sufficient to start (allows for 2500 emails sent/day) • Select your hosting package for WordPress if you require an authoritative blog
<input type="checkbox"/>	<p>Hosting Recommended Via Cloudflare</p> <ul style="list-style-type: none"> • Visit <u>Cloudflare.com</u> and sign up with the Gmail account secured above • If you already have an account and you wish to leverage it - log in now • Click Add Site and enter the domain registered at Namecheap • Start with the Free Plan for now, switch to higher tier when it makes sense • The current DNS records are automatically imported from Namecheap • Make a note of the two name servers supplied <p>At Namecheap:</p> <ul style="list-style-type: none"> • On the Advanced DNS tab - disable DNNSSEC at Namecheap if it's enabled • On the Domain Tab - Select Custom DNS on the Nameservers section and enter the two name servers supplied by Cloudflare. Wait for some time - up to 1 hour. <p>Back At Cloudflare:</p> <ul style="list-style-type: none"> • Click the Check Nameservers button. This will ask Cloudflare to ensure the connection to Namecheap is established. This WILL take some time, ~1 hr. or less • Next step is site configuration





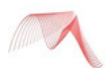
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III. Cloudflare Configuration & Optimization



- Follow these steps to configure Cloudflare according to your needs.
- Skip steps as appropriate for you.

TASK LIST	
<input type="checkbox"/>	<p>Site Optimization</p> <ul style="list-style-type: none"> • Use the Cloudflare Quick Start Guide For Importing and Configuring The Site • Implement all settings recommended by CCloudflare
<input type="checkbox"/>	<p>Create Configuration Rules</p> <ul style="list-style-type: none"> • Select Configuration Rules from the Rules menu on the sidebar • Create a rule for All Incoming Requests with the following recommendations <ul style="list-style-type: none"> ◦ Enable Email Obfuscation to prevent emails to be scraped by bots ◦ Enable Rocket Loader to speed up the site and increase performance ◦ Enable Browser Integrity Checks to validate legitimate requests • Create additional rules if necessary
<input type="checkbox"/>	<p>DNS Record Management for MX, SPF and DKIM records</p> <ul style="list-style-type: none"> • As mentioned before, DNS setting created by Namecheap are automaticall imported during the Cloudflare site setup process • The DNS records imported should include the necessary MX, SPF and DKIM Records to Namecheap's PrivateMail if ordered. • If you have another email mailbox provider, you need to add their respective MX, SPF and DKIM records by following their provided instructions.
<input type="checkbox"/>	<p>SSL/TLS Settings & Bot Fight Mode</p> <p><u>Access the SSL/TLS Tab</u></p> <ul style="list-style-type: none"> • Set SSL/TLS Encryption to Full • Enable the SSL/TLS Recommender
<input type="checkbox"/>	<p><u>Access the Security Tab</u></p> <ul style="list-style-type: none"> • Select the Bots Section • Enable Bot Fight Mode





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IV. Groove Hosting Configuration



- Follow these steps to add your domain to [Groove.cm](#).
- Skip steps as appropriate for you.

TASK LIST													
	<h3>Add Domain To Groove.cm</h3> <p><input type="checkbox"/> In your Groove.cm account:</p> <ul style="list-style-type: none"> • Click on your Profile Picture, select Settings & Billing, click on the Domains tab. • Choose the Custom Domain selection, then click on the Add Domain button. • IMPORTANT : For domains hosted at Cloudflare, select Legacy Domain Setup. • If you wish to host your domains at Groove, select Full Domain Setup. This will not leverage any of the amazing Cloudflare features, hence we do not recommend it. <p><input type="checkbox"/> Enter your registered domain (e.g. myfancydomain.com)</p> <p><input type="checkbox"/> Copy the Groove Verification code</p> <p><input type="checkbox"/> In your Cloudflare account (if used):</p> <ul style="list-style-type: none"> • Select your domain and go to the DNS records • Add a TXT record with "Name" being "@" (without the quotes) and "Value" being the code supplied by Groove (i.e. "groove-verification=qZ62DdPIWINIS853") <div style="border: 1px solid black; background-color: #f08080; padding: 5px; display: inline-block; margin-top: 10px;">Validating Domains in Groove WILL take a few minutes.</div>												
	<h3>Choose the Groove Primary App</h3> <p><input type="checkbox"/> In Your Groove Account:</p> <ul style="list-style-type: none"> • Click the Home Button beside your domain in the Groove domain list • From the Popup, select one of the Groove apps shown to make it the primary app. The options include GroovePage, GrooveSell, GrooveMember, GrooveBlog or GrooveKart) <p><input type="checkbox"/> In Your Cloudflare Account:</p> <ul style="list-style-type: none"> • In the DNS Settings, add a CNAME record to complete the Cloudflare setup • The CNAME record's "Name" will be "@", but the "Target" value depends on the primary app selected above. Select your app's "Target" value according to this list: <table style="margin-left: 40px;"> <thead> <tr> <th style="text-decoration: underline;">APP</th> <th style="text-decoration: underline;">TARGET</th> </tr> </thead> <tbody> <tr> <td>GroovePage</td> <td>• host10.groovepages.com</td> </tr> <tr> <td>GrooveSell</td> <td>• get.groovesell.com</td> </tr> <tr> <td>GrooveMember</td> <td>• get.groovemember.net</td> </tr> <tr> <td>GrooveBlog</td> <td>• host10.groovepages.com</td> </tr> <tr> <td>GrooveKart</td> <td>• get.groovekart.com</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • Add another CNAME record with Name="www" and Target="myfancydomain.com" • This allows access to your site with or without the www in the URL 	APP	TARGET	GroovePage	• host10.groovepages.com	GrooveSell	• get.groovesell.com	GrooveMember	• get.groovemember.net	GrooveBlog	• host10.groovepages.com	GrooveKart	• get.groovekart.com
APP	TARGET												
GroovePage	• host10.groovepages.com												
GrooveSell	• get.groovesell.com												
GrooveMember	• get.groovemember.net												
GrooveBlog	• host10.groovepages.com												
GrooveKart	• get.groovekart.com												





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V. Other Web Hosting Configurations



- Follow these steps to add your domain to other hosts
- Skip steps as appropriate for you.

TASK LIST	
	<p>For WordPress Hosting</p> <p><input type="checkbox"/> Sign In To NameCheap (or your own registrar)</p> <ul style="list-style-type: none"> • If you are not using Cloudflare as a domain host, enter the name servers provided by your WordPress host (Bluehost, GoDaddy, etc) • Access The CPANEL of your web host and enter the required A & CNAME records for the myfancydomain.com you registered. • This means your domain management will be performed there and not at Cloudflare <p><input type="checkbox"/> Enter the required DNS records for as required for mailboxes or various verifications</p> <p>If you ARE using Cloudflare:</p> <ul style="list-style-type: none"> • Log into your Cloudflare account • Complete any hosting step configurations required by your web host. <p style="text-align: right; border: 1px solid black; padding: 5px; display: inline-block;">Validating Domains in Groove WILL take a few minutes.</p>
	<p>For Hosting Via Other Sales Funnel Platforms</p> <p><input type="checkbox"/> If your domain will point to other platforms like ClickFunnels, Systeme.io, GoHighLevel, etc:</p> <ul style="list-style-type: none"> • Complete the Domain Import steps as per instructions provided by these platforms. • Add any necessary verification records, most likely in the form of TXT records. • Add another CNAME record with Name="www" and Target="myfancydomain.com" • This allows access to your site with or without the www in the URL





Congratulations

You're done. Test* your site via

<https://myfancydomain.com>

or

<https://www.myfancydomain.com>

* Use your actual registered and implemented domain



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