

# GILLIGAN CONTRACTING

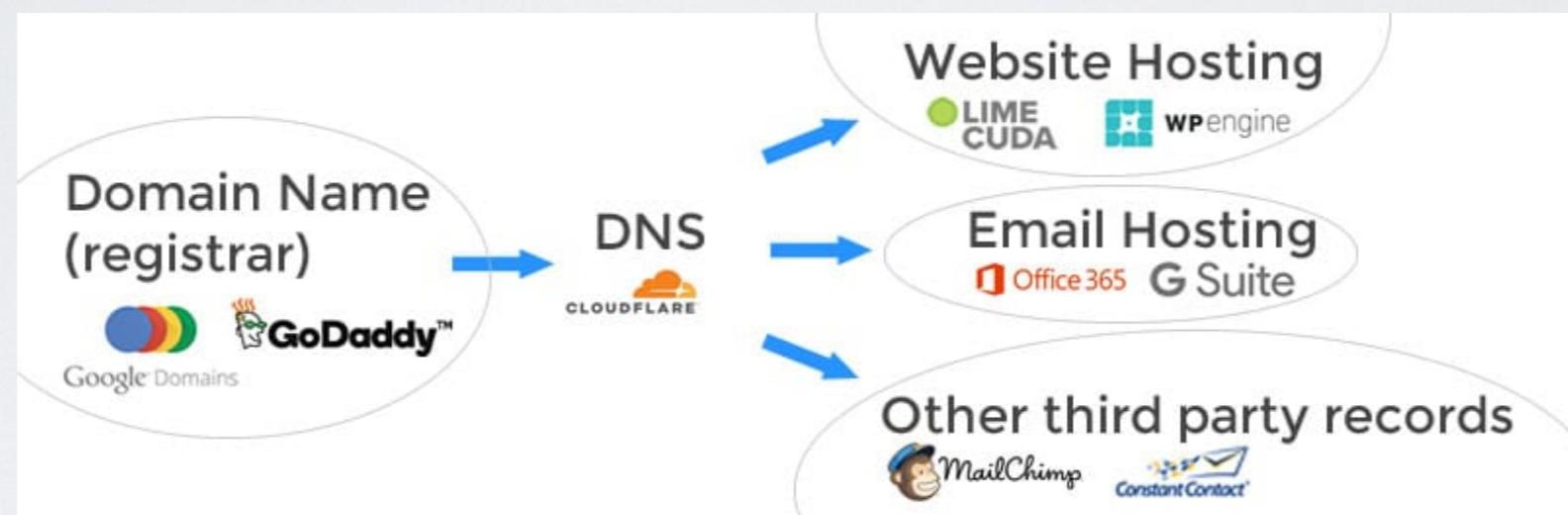
Website Migration and Redesign Proposal

# NETWORK SOLUTIONS

- With the current setup Network Solutions (NetSol) hosts everything for GCLLC on their servers. NetSol is the domain registrar, DNS host, e-mail host, and website host for [gilligancontracting.com](http://gilligancontracting.com) and [gilligancarpentry.com](http://gilligancarpentry.com)
- Why is this bad practice? Everything depends on two NetSol servers for each domain. If both servers are down then you lose access to your email, website, and DNS records.

# LEAVING NETWORK SOLUTIONS

It's better practice to separate your assets among multiple servers

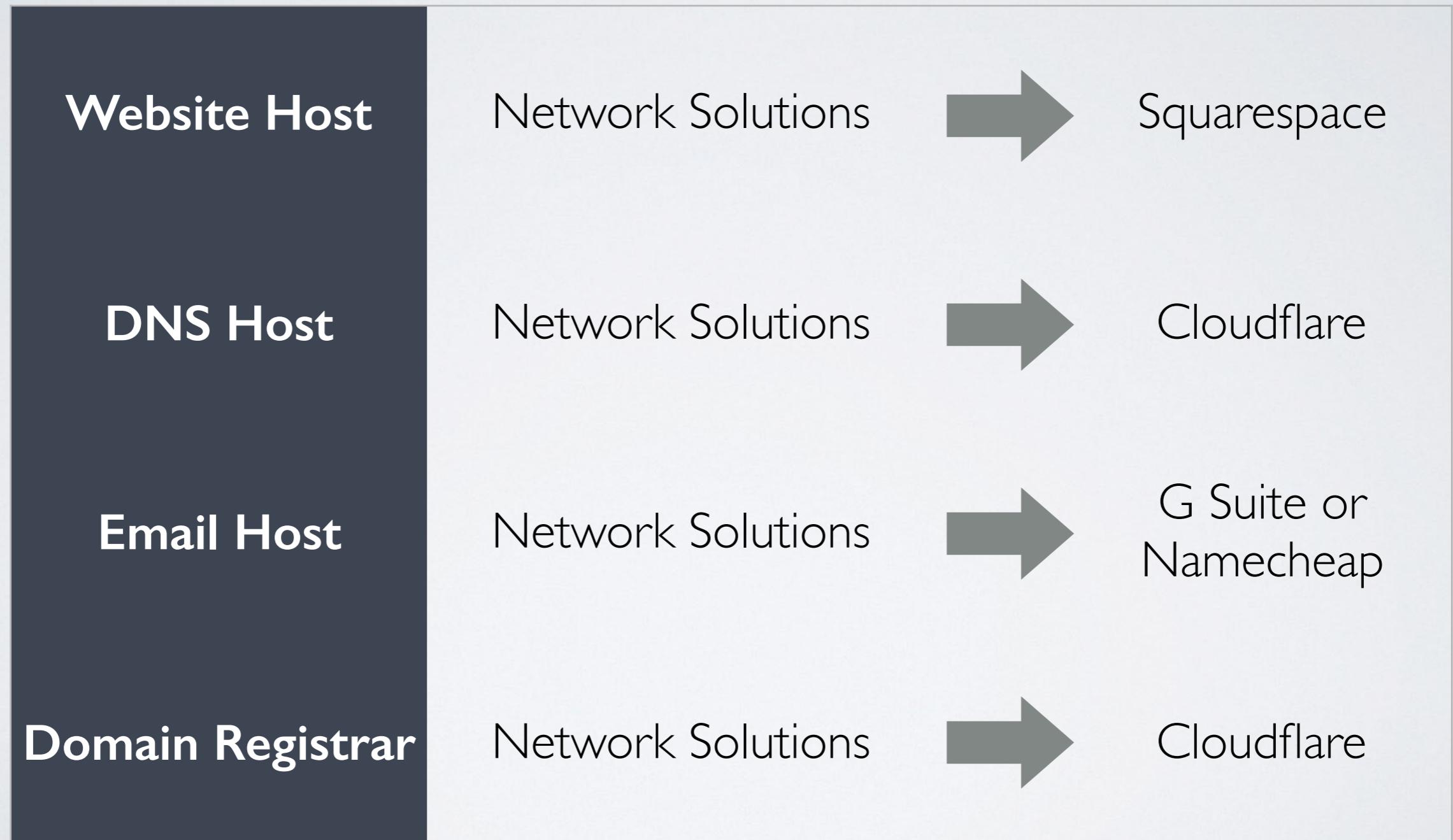


- You won't lose access to your email if your website goes down and vice versa
- DNS, email, and web hosts often own at least 2 servers each. If one server is down there is a backup specified as a failsafe so that you and your customers experience no downtime.
- Choosing multiple hosts for your needs will cost about the same as or more than a bundled package with NetSol but you gain the advantage of better security, redundancy (failsafes), loading speeds, etc.

# DEFINITIONS

- **Domain Name Registrar** - Who you pay to own your domain name. Specifies which *name server(s)* to use as the primary when there is a query associated with your domain name. Does not perform any actions otherwise.
- **DNS Host** - Holds *Domain Name System (DNS)* records for your domain name which define mapping from URLs to IP addresses. Think of it like a phonebook. Your DNS Host also has its own **name servers** which perform all the actual work to handle requests associated with your website.
- **E-mail Host** - Your email client (e.g. GSuite) will tell you what you need to add to your DNS records in order to link your domain name to its *mail* servers so that you can send/receive email.
- **Website Host** - The files that contain your website content (text, pictures, HTML/CSS code, Javascript code, etc.) are stored on the servers of your website host (e.g. Squarespace). Your web host will tell you what you need to add to your DNS records in order to link your domain name to its *host* servers so that visitors can see your website.

# WEBSITE MIGRATION PROPOSAL



# PRICING COMPARISON

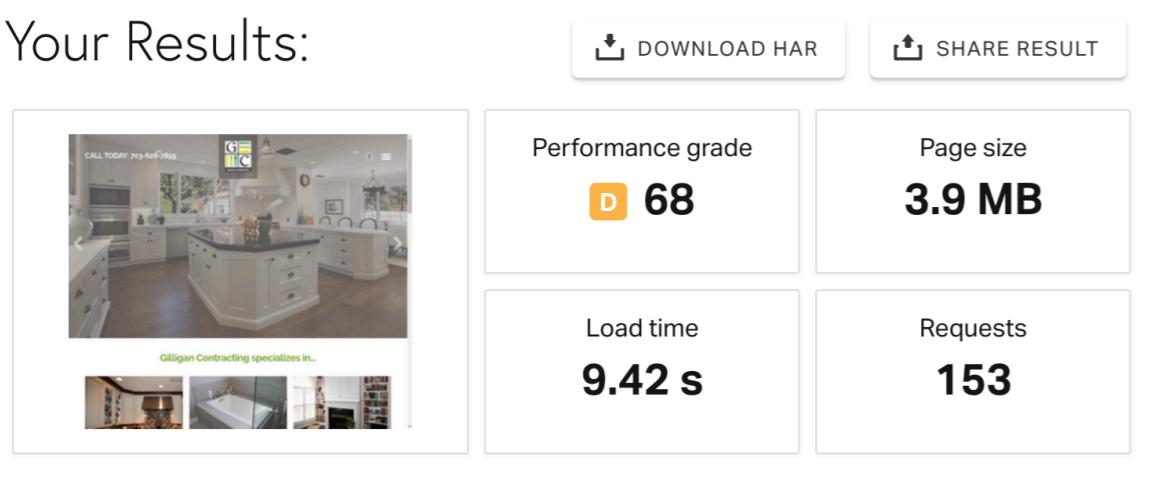
	Network Solutions Price	New Host	New Host Price
<b>Website Host</b>	\$142.50/yr (\$15.95/mo)	→ Squarespace	\$144 <sup>^</sup> /yr (\$16 <sup>^</sup> /mo)
<b>DNS Host</b>	Included	→ Cloudflare	Free
<b>Email Host</b>	Included	→ G Suite	\$144*/yr (\$12*/mo)
<b>Domain Registrar</b>	\$69.97*/yr	→ Cloudflare	\$16*/yr
<b>Grand Total*</b>	\$212.47/yr (\$17.71/mo)	→	\$304/yr (\$25.33/mo)

# SQUARESPACE

As we know, NetSol hosting is slow as shit. NetSol was one of the first domain registrars and that is their focus, not hosting.

[www.gilligancontracting.com](http://www.gilligancontracting.com)

Your Results:



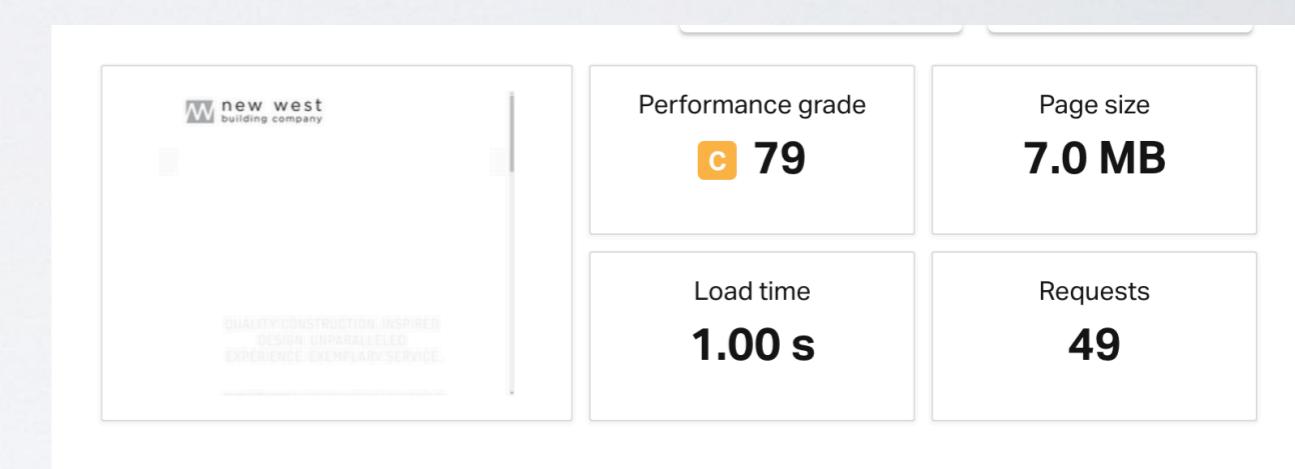
Wordpress hosting

Page size is small/average for a typical webpage in 2020

Extremely long load time. The average load time these days is one second or less

Hella DNS queries (153) for homepage, wtf??? 7

[www.newwest.com](http://www.newwest.com)



A contracting website hosted by Squarespace

Large page size but average load time  
Less DNS queries (49)

# WEB HOST ALTERNATIVE: BLUEHOST

- Cut down on cost. Pricing \$4.95/mo (\$59.40/year) but renews to \$7.99/mo (\$95.88/yr) after first yr
- Keep using Wordpress software to manage your website content. Can keep website design exactly how it is or update it.
- Cons: Plugins, Themes, and Wordpress Core often require more updates than Squarespace because plugins and themes are created by different people. A plugin can also be abandoned by its creator and may no longer function with Wordpress Core updates.

# GMAIL FOR G SUITE

- Pricing: <https://gsuite.google.com/pricing.html>
- Features: <https://support.google.com/a/answer/175121?hl=en>
- Basic Plan (\$6/mo or \$72/yr) is sufficient for small business needs. Perks include 30GB Google Drive cloud storage, all the google apps (Gmail, Docs, Calendar, Sheets, etc.), Hangouts Meet for video conferencing (normally a paid service), and up to 30 email aliases (e.g. [info@gilligancontracting.com](mailto:info@gilligancontracting.com), [invoicing@gilligancontracting.com](mailto:invoicing@gilligancontracting.com), etc.).
- Drawback: You will need an additional plan subscription to send/receive mail for [carpentry.com](http://carpentry.com) since that email is still active. This is going to cost an extra \$6/mo which adds up to \$144/yr for both emails - getting pricey!
- A low-cost alternative is Namecheap's Private Email Hosting

# EMAIL HOST ALTERNATIVE: NAMECHEAP PRIVATE EMAIL HOSTING

- Plans & Features: <https://www.namecheap.com/hosting/email/>
- Universal Plan (\$0.99/mo; \$11.88/yr) and/or Amplified Plan (\$2.82/mo; \$33.88/yr) should suit your needs
- Like G Suite you will need two subscriptions, one for each domain. Depending on your plan you get:
  - 5-10GB email storage space (GSuite offers 30GB but email storage space is actually shared with documents and photos in Google Drive cloud storage)
  - 1-3 users included with subscription (G Suite only includes one user for most basic plan)
  - 10-50 email aliases
  - 2-15GB cloud storage for files (documents, photos, etc.)
  - Additional mailboxes (“users”) and/or storage space at \$4.88-\$14.88/mailbox/yr
  - Caveats: Calendar only comes with Amplified plan. No mobile app (would need to use Outlook).

# EMAIL HOSTING OPTIONS

- **Plan A** - Host both domains at G Suite. Check emails on mobile/desktop with Gmail app. Cost: **\$144/yr** for Basic Plan
- **Plan B** - Host both domains at Namecheap. Check emails with Outlook. Cost: **\$47.52-\$67.76/yr** depending on plan(s)
- **Plan C** - Host contracting.com at G Suite and carpentry.com at Namecheap. Can use Gmail app to check emails for both. Cost: **\$83.88-\$105.88/yr** depending on plans

# DNS HOSTING WITH CLOUDFLARE (FREE)

- Fast DNS lookup globally and near-instant DNS record updates
- Top rated global CDN - anycast cast servers all over the world for practically 100% uptime
- Tight privacy , free SSL (HTTPS protocol).
- DDoS attack mitigation, web application firewall, DNSSEC
- Choosing Cloudflare as your DNS Host will qualify you to use their domain name registrar service

# DOMAIN NAME REGISTRAR: CLOUDFLARE (FREE)

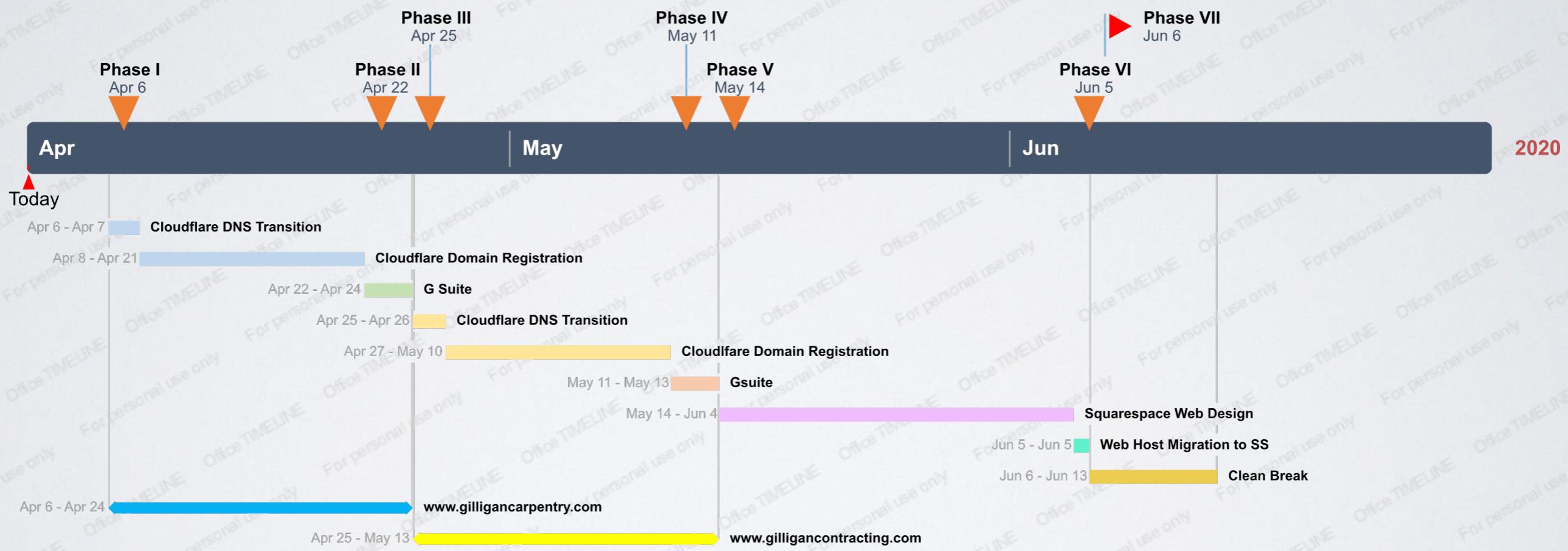
- Although Cloudflare is a dedicated DNS host they recently started registering domain names.
- Domain names are sold at wholesale price. Claim: Price they pay to register your name with the global registry is the price you pay. No hidden fees. Cost: \$8/domain/yr - the cheapest you will probably find
- Comes with free WHOIS Privacy to protect your personal information (name, phone number, address) from being public record. Offering this for free has become a standard.
  - NetSol registrar charges \$15/domain/yr for WHOIS privacy on top of the \$37/domain/yr fee to own your domain name. That's expensive for a domain.

# WHAT'S NEXT?

- Select the Domain Name Registrar, Email Host, DNS Host, and Website Host that work best for your business.
- Registrar and DNS hosting for gilligancarpentry.com (expires May 13, 2020) need to be moved away from NetSol by April 24, 2020 at the latest in order to allow ample time to revert back to original settings in the event that something goes wrong. Cloudflare Registrar requires that you are already set up with Cloudflare DNS hosting.
- DO NOT change any WHOIS info or NetSol User Profile info prior to migration or your domain will be locked for 30 days

# TIMELINE

## Gilligan Contracting Website Migration and Redesign



# TIMELINE

**Phase I : gilligancarpentry.com DNS Hosting and Domain Name Transfer to Cloudflare; Time: 1-2 weeks**

1. Transfer carpentry.com DNS hosting to Cloudflare: Sign up for Cloudflare with carpentry.com. Copy DNS records over and set up forwarding or use a domain alias. Wait for DNS records to update across the internet (~**1-2 days**).
2. Transfer carpentry.com domain Cloudflare registrar: Turn off Transfer Lock and request auth code. Takes **3 days** to receive auth code by email - will be sent to info@gilligancarpentry.com
3. Deactivate WHOIS Privacy. Lookup WHOIS for gilligancarpentry.com w/ third-party. Confirm that Administrative Contact email is correct.
4. Log in to Cloudflare registrar and initiate the transfer. To speed up process, transfer should be approved by Administrative contact via an email from Cloudflare and/or NetSol. Transfer will complete in ~**5-7 days. Billable**.
5. Confirm that DNS records and name servers have moved to Cloudflare. Test functionality of gilligancarpentry.com website and email (both are still set up with NetSol at this point).

# TIMELINE

**Phase II:** Transition carpentry email to G suite; **Time:** 1-3 days

1. Back up emails for carpentry from Outlook.
2. Subscribe to a G Suite plan for carpentry and create user account with an alias for [info@gilligancarpentry.com](mailto:info@gilligancarpentry.com) and [test@gilligancarpentry.com](mailto:test@gilligancarpentry.com).
3. Install gmail app on Kevin's phone and connect the new account.
4. Add G Suite MX records to Cloudflare DNS (and NetSol DNS if still active) with high priority and short TTL. Keep NetSol MX record as backup at low priority.
5. Once G Suite MX records have fully propagated, increase TTL to 24hrs. All emails should now be going through G Suite.

# TIMELINE

- Phase I/II target deadline is April 24, 2020. Phase I/II will take approximately 2-3 weeks total to complete. The carpentry domain will expire May 13, 2020.
- After Phase II is complete let things settle for another week or two before proceeding to Phase III. Make sure all emails are being sent through Gmail with no bounce backs or other issues. Confirm that NetSol website hosting for carpentry.com is still functioning and being forwarded to contracting.com

# TIMELINE

**Phase III/IV:** Transition contracting.com to Cloudflare DNS hosting, Cloudflare registry, and G Suite email; **Time:** 2-3 weeks

## I. Repeat steps from Phase I & II for gilligancontracting.com

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Once Phase IV is complete this will be the new status:

- Both domains will be registered with Cloudflare
- Both domains continue to have website hosted through NetSol
- Both domains will have all requests routed through the Cloudflare name servers which use your Cloudflare DNS records to point visitors to your existing website hosted at NetSol

# TIMELINE

**Phase V:** Website design with Squarespace (SS).

**Time:** ~2-3 weeks

- Aim to complete the new website within two week free trial period
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**Phase VI:** Transfer web hosting to SS. **Time:** < 1 day

- Once website is ready to launch set up SS billing
- Choose a time when site traffic is low like 2am. Add CNAME and A records for SS to Cloudflare DNS. Remove NetSol A records. Wait for changes to propagate across the internet (< 2-3 hours). During this time some visitors will be directed to your new website at Squarespace while some will be directed to your old website at NetSol.
- Congrats! You've launched your new website!

# TIMELINE

After Phase VI is complete leave DNS records as they are for another couple weeks to make sure everything is functioning ok at the new website and emails are still going through. Then proceed to Phase VII.

**Phase VII:** Tie up loose ends with Network Solutions.

**Time:** ~1 week

- Remove any remaining DNS records associated with NetSol from both domains.
- Wait another week to ensure website and email is still functioning properly.
- Terminate accounts for both domains at NetSol. Bye!!!!