

HOW TO SET UP A GOOGLE APPS DOMAIN

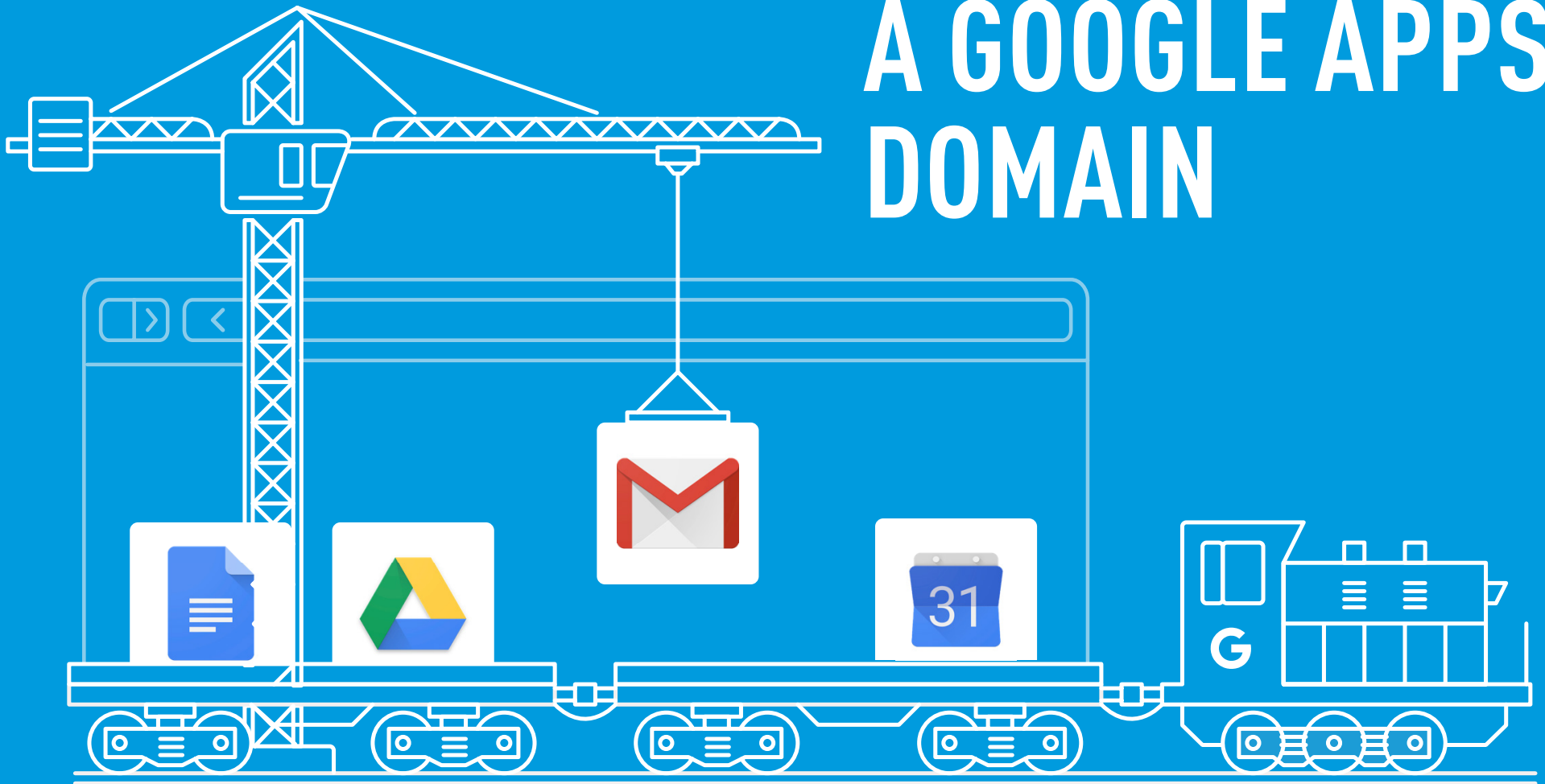


Table of Contents

Introduction

Create a Google Apps Domain

Sign Up for Google Apps

Guided or Self-Directed Google Apps Setup

The Google Apps Domain Setup Wizard

Users: To Add or Not To Add

Google Apps Domain Verification

Activate Your Google Apps

Billing: (Almost) Time to Pay Up

How to Take Google Apps Mobile

Going to the Google Apps Marketplace

Configure and Manage a Google Apps Domain

User management

Reset a User Password

Rename a User

Suspend a User

Delete a User

Service management

Enable and Disable Google Services

Manage Service Updates

Drive Configuration

Calendar Configuration

Group Management

Mobile Access Configuration

Conclusion

Appendix of Tutorial Links

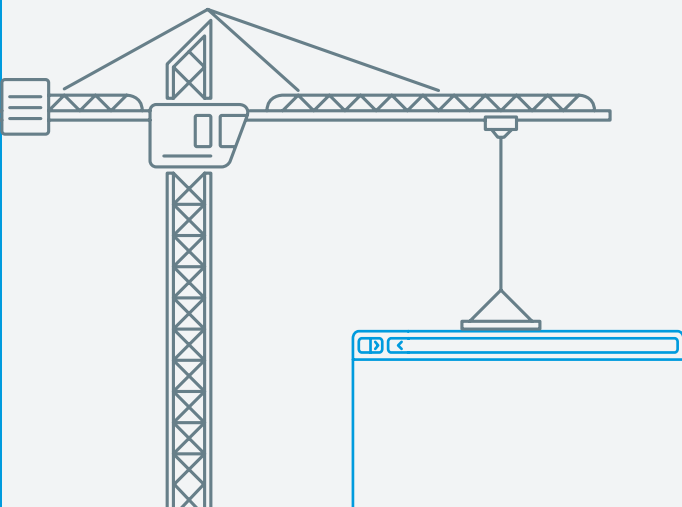
INTRODUCTION

So you've decided to create a Google Apps domain? The good news is that in less than an hour you can have a professional-level suite of email and office productivity tools up and running for dozens or even hundreds of users. That said, the choices you make in setting up your initial Google Apps domain can have some moderately serious consequences down the line, so it's important to get it right the first time. That's where this guide comes in.

We're going to walk you through a very basic process of setting up a Google Apps domain, from creating your domain to configuring it for your specific business or personal needs. At each step, we'll offer links to the best of Google's own support documents and tutorials – as well as a handful of third-party guides and tools – so you'll have the most accurate instructions on how to deploy and fine-tune your Google Apps domain.

We regularly update this setup guide to account for the latest changes in Google Apps, including updates to the signup flow, the advent of Google's phone-based Advisor service, the impact of organizational units, referrals to our more advanced security and email setup guides, and tweaks to the various versions of Google Apps (Work and Unlimited). Here at Datto Backupify, we're constantly refining our support tools and guides to stay current with Google's latest processes and products. This ensures you can confidently use this document to effectively configure your Google Apps domain.

Let's get started.



The choices you make in setting up your initial Google Apps domain can have some moderately serious consequences.

CREATE A GOOGLE APPS DOMAIN

Sign Up for Google Apps

GOOGLE TUTORIAL LINK: [Sign Up for Google Apps](#)

Before you can sign up for a Google Apps domain, you must first determine what type of Google Apps domain you want. There are two basic categories of Google Apps Domain: a *Domain for Work* or an *Unlimited Domain*. The main differences between the two versions (beyond price) are the amount of storage each user on the domain is granted – 30 gigabytes of space for *Work*, or unlimited storage space for *Unlimited* – and whether the [Google Vault](#) email compliance product is automatically included, or will [cost you an additional \\$5 per user per month](#).

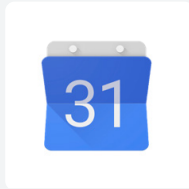
Google offers a [handy guide for comparing Google Apps editions](#). For-profit institutions can simply choose between *Google Apps for Work* and *Google Apps Unlimited*, but non-profits, government agencies, and most schools are eligible for special editions of Google Apps that, in some cases, are available partially or completely free of charge. For these special editions, administrators have the option of setting up a standard Google Apps domain and then applying for special discount status. Alternately, admins can apply for special status as part of the setup process.

The latter path is recommended, as it can avoid some “*When do I start receiving bills?*” issues down the line. Applying during setup also ensures that you’re operating with the correct set of features and constraints for your edition from day one, rather than adjusting to storage or feature limitations imposed by a discount Google Apps edition after you’ve created your domain.

You can sign up for various free or discount Google Apps editions here:

- [Google Apps for Education](#)
- [Google Apps for Non-Profits](#)
- [Google Apps for Government](#)

In some cases, like when you’re in the midst of applying for tax-exempt status with state and local government, you may wish to set up your Google Apps domain first and then apply for Google’s discount status later. If you are creating a [Google Apps for Education](#) domain, you’ll follow the Google Apps Unlimited path. If you’re a [government agency or non-profit organization](#), you’ll follow the Google Apps for Work path.



The URL you choose for your Google Apps domain is extremely difficult to change, so choose your domain name wisely.

Once you've chosen your domain type, you're ready to begin creating your Google Apps domain. You'll need a few key pieces of information to get started:

- The first and last name of your domain's primary administrator (probably you)
- The administrator's current email address
- The name of the organization that will use this domain
- The number of employees in your organization
- The country or region where your organization is primarily located
- A valid telephone number for the primary admin (ideally a mobile number able to receive SMS text messages)

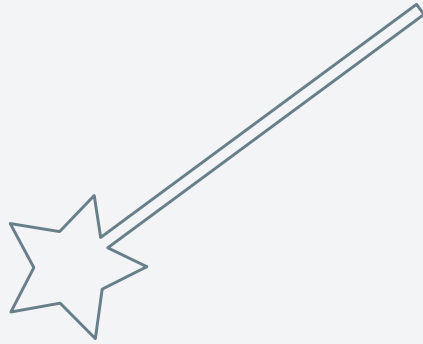
The next step in creating a Google Apps domain is choosing the domain name, and it's not an idle choice. *The URL you choose for your Google Apps domain is extremely difficult to change, so choose your domain name wisely.* If you've already got a domain name for your business – like the one you use for your company website – you'll need to perform some very basic web server work to [prove to Google that you own the URL](#). If you don't have a URL, you can purchase one from any domain provider (like GoDaddy and Namecheap, etc.) and then prove your ownership.

Alternately, you can [purchase a domain through a Google Partner](#) and save yourself a few technical steps. Google Partner domains are generally a few dollars more expensive than URLs from other providers – or even the same providers when purchased without Google's assistance – but having Google manage your annual domain renewals and DNS hosting does simplify matters a bit.

Guided or Self-Directed Google Apps Setup

Once you've completed the initial forms to set up a Google Apps domain, Google may offer you the choice to *Set Up with a Google Advisor* or *Set Up on Your Own*. If you want the help of a Google Advisor, simply call the supplied toll-free phone number and enter the supplied temporary PIN code. This service is free, and is available in the United States, Canada, the United Kingdom, and Australia.

Google Apps Advisors are highly knowledgeable, but they follow somewhat specific “best practice” setup processes that aren't right for everyone. In many cases, *Set Up on Your Own* is a better option, and that's the workflow we'll describe below. You can note how we deviate from the “natural” setup flow that Google Apps suggests for do-it-yourself administrators;



It's often easier to use the Setup Wizard to create the domain with just one user – the primary administrator – and then circle back to create the rest.

this same suggested path is the one that Google Advisors will direct you through. If you prefer the setup path we suggest, which is designed to avoid confusion and errors on the part of your Google Apps users, then the *Set Up on Your Own* option is your best bet.

The Google Apps Domain Setup Wizard

GOOGLE TUTORIAL LINK: [The Google Apps Domain Setup Wizard](#)

If you're a first-time Google Apps administrator, the smartest thing you can do is [use the Google Apps Domain Setup Wizard](#). The Wizard will walk you through the basic steps of rolling out a domain.

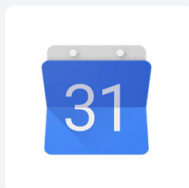
Users: To Add or Not To Add

During the course of the Setup Wizard, you'll be asked if you want to add users immediately, or wait. It's often easier to use the Setup Wizard to create the domain with just one user – the primary administrator – and then circle back to create the rest of your users once your domain is configured to your liking. This is where our setup guide deviates somewhat from the suggested setup path that Google Advisors will direct you down.

You should have already added your – the primary administrator's – Google Apps user account during the initial setup. Simply click *I added all the email addresses currently using @mydomainname.com*. If this is a new domain you've never used before, the primary admin is the only account you need for now. If you're migrating to Google Apps from a previous email solution that used the same domain, be advised that this setup process will render those old email addresses useless; all mails sent to them will bounce due to failed delivery until new, Google Apps user accounts are set up.

In the case of migration, you should probably add your existing users immediately. The Google Apps Setup Wizard will allow you to manually create up to 10 users. If you need to migrate more than that, you'll need to step out of the Setup Wizard and do a manual setup via the [Google Apps Admin Panel](#). At whatever point you decide to add users, you'll have three methods at your disposal to add them:

- **Manually**, wherein you create users one at a time by completing a web form
- **In bulk**, where you upload a CSV file to create a large number of user accounts all at once
- **Via invitation**, where an email is sent to a potential user and she can opt to join your domain (note that this option is *not* available to Google Apps for Education, Government, or Non-Profit domains)



In some cases, migrating to Google Apps from your current mail system doesn't happen all at once. You may want to (or need to) run an external mail server in conjunction with Google Apps.

Google Apps Domain Verification

The Google Apps Setup Wizard moves from adding users to [verifying domain ownership](#). This involves about 10 minutes of work in the control panel of the web domain you purchased previously, and serves to prove you have technical access and ownership of the URL where you're setting up Google Apps. From there, you'll also need to [modify the MX records](#) of your domain to allow Google Apps to handle email traffic directed at your website.

Once these verification steps are complete, Google will "ping" your domain to ensure that the settings have been modified correctly. While this process normally takes only a few minutes, in some cases Google may require up to an hour to verify that your domain is properly configured to run Google Apps. If you [purchase a new domain through a Google partner](#), some of these steps may be done for you, or at least rendered simpler.

Activate Your Google Apps

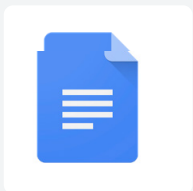
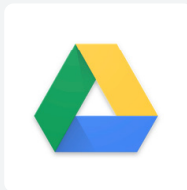
Once Google has confirmed you own your web domain, the Setup Wizard moves on to activating individual Google Apps. There are four core Google Apps: Gmail (which includes Google Contacts), Google Drive, Google Calendar and Google Sites. Just select the services you want to include and move forward.

But First, Gmail (Probably)

It all begins when you [activate Gmail](#). The Setup Wizard will ask if you'd like to run a *pilot program* with just a few users. This is somewhat misleading, as all the "pilot program" does is let you skip setting up Gmail until later in the domain setup process. In other words, the pilot allows you to set up Google Calendar and Google Drive without forcing your users to migrate to Gmail. Our suggested setup process foregoes migrating your users until you have your domain ideally configured, so the pilot program is unnecessary.

Google will next ask if you intend to use their email servers or your own email servers to handle email hosting and routing. In some cases, migrating to Google Apps from your current mail system doesn't happen all at once. You may want to (or need to) run an external mail server in conjunction with Google Apps. This is not a task for novice admins. For advanced mail administrators, Datto Backupify offers a handy [guide for integrating Gmail with external mail servers](#). Otherwise, simply follow the *Google Servers* path.

Unless you are an experience mail server administrator, it is not recommended you try to “spoof proof” your domain via DKIM or SPF settings. If you’ve purchased your domain through a Google partner, much of this work is already done for you.



The Google Apps Setup wizard offers help with several Gmail configuration tasks:

- Using other mail clients like Outlook
- Migrating email from an old account
- Activating Google Contacts
- “Spoof-proofing” your domain email

You should absolutely activate Google Contacts, as it makes working with Gmail, Google Calendar and Google Drive far simpler. Contacts allows you to import an address book from Microsoft Outlook, Lotus Notes, or via any CSV file generated by most other mail clients.

Unless you are an experienced mail server administrator, it is not recommended you try to “spoof proof” your domain via [DKIM](#) or [SPF settings](#). If you’ve purchased your domain through a Google partner, much of this work is already done for you.

And Then the Other Apps

[Activating other core Google Apps](#) is much more straightforward; the Setup Wizard will suggest the simplest options for getting your domain up and running quickly.

Billing: (Almost) Time to Pay Up

Google Apps offers a 30-day free trial of either *Work* or *Unlimited* domains, so you need not make billing arrangements immediately. In fact, you shouldn’t set up billing until you’ve got your domain properly configured. That way, you know exactly how many users you’re on the hook for every month, whether you qualify for a free or discount edition, and whether you need additional storage or compliance features that could influence which Google Apps edition you choose.

When the time comes, you’ll need to have a credit card or bank account on file within Google Apps to set up automatic, recurring billing. If you wish to [pay for Google Apps by invoice](#), you must have a minimum of 50 active users on your domain, and meet other qualifications. You can contact Google Apps Support to request invoice-based billing.



It is best practice to configure your domain first, then circle back to add Marketplace apps and peripheral applications.

How to Take Google Apps Mobile

The Setup Wizard will next ask if you want to enable mobile access for your domain users, and for which mobile operating systems. If you decline to enable mobile access, your users can still use their Google Apps accounts on mobile devices, but you will forego the ability to [deploy and enforce mobile security policies](#) on those smartphones and tablets. For novice administrators, it is best to skip this step. If you'd like guidance on the best way to lock down mobile devices that access your Google Apps data, try [Datto Backupify's Advanced Google Apps Security Guide](#).

Going to the Google Apps Marketplace

While the wizard will ask you if you want to [add third-party apps from the Google Apps Marketplace](#), or invite users to download and install [the Chrome web browser](#), it is best practice to configure your domain first, then circle back to add Marketplace apps and peripheral applications.

Once you're through the Setup Wizard, you're ready to dive in and custom-configure your Google Apps domain.

CONFIGURE AND MANAGE A GOOGLE APPS DOMAIN

To this point, we've encouraged you to make the simplest, easiest, most straightforward choices with the Google Apps Setup Wizard simply for the sake of getting your domain up and running. Now comes the part where you customize your Google Apps setup to meet your precise needs. Bear in mind, there are no "wrong" choices here; every setting is a trade off between convenience and control, and it's up to you to determine where that balance lies for your organization.

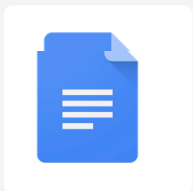
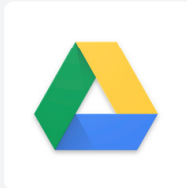
User management

GOOGLE TUTORIAL LINK: [Manage User Accounts](#)

As mentioned above, you can create users [manually](#), [in bulk](#) or [via invitation](#), but it's usually a best practice to configure all the services and security on your domain before adding or inviting users. This way, users can't take actions you intend to restrict later, or bump up against security controls you intend to relax as you configure your domain settings. Finish building out your domain before you let anyone move in.

Once you've added your full roster of users to your Google Apps domain, you have a number of options to help manage these accounts. This video gives [a brief overview of a Google Apps domain administrator's basic user management controls](#).

Every setting is a trade off between convenience and control, and it's up to you to determine where that balance lies for your organization.



Every proceeding step in this process (and nearly every tutorial to which this guide offers links) will ask how you'd like to configure both your overall Google Apps domain and any component [organizational units](#). Google Apps organizational units are ways to subdivide your domain and activate different services or options for each unit. For example, a Google Apps for Education (GAFE) administrator would likely divide their domain into Faculty, Staff and Student organizational units and grant each unit different security permissions. A Google Apps for Work admin might divide their domain into Sales, Marketing, Operations, Finance and IT, and activate different Marketplace apps for each unit.

Setting up organizational units is an optional task that is best left for future configurations. When you're ready, Datto Backupify has a useful [guide for setting up Google Apps organizational units on your domain](#).

Reset a User Password

GOOGLE TUTORIAL LINK: [Reset a User Password](#)

The most common task a Google Apps administrator has to do on a regular basis.

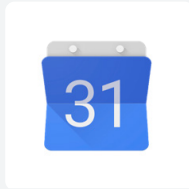
Rename a User

GOOGLE TUTORIAL LINK: [Rename a User](#)

Every Google Apps user has two names: a *display name* and *username*. Let's take a certain famous fictional journalist as an example. Lois Lane has an email address *lois.lane@dailyplanet.com*. The user name is the portion of the email address that appears before the @ sign, *lois.lane*. The display name is the name that Ms. Lane chooses to associate with that address, *Lois Lane*. Users control their own display names; administrators control the user names.

The most common reason to change a user name is because of a change in legal name. Thus, after getting married, *Ms. Lane* may now be *Mrs. Lane-Kent* and want to change how she is identified. Lois can change her display name to *Lois Lane-Kent* on her own, but she would still log into Google Apps and receive email at *lois.lane@dailyplanet.com*. As an administrator, you can [create an email alias](#) for *lois.lane-kent@dailyplanet.com* that routes mail to Lois's original account, but she would still log in under her original user name.

If Lois wants to change her user name, her account must be renamed. Before you rename any user accounts, be sure to read Google's warnings about [the impact of renaming a Google Apps user](#). Google does a very good job of handling user name changes within the core Google Apps, but third-party Marketplace applications may lock accounts or purge data as a consequence of renaming a user. Do your homework first.



Deleting a Google Apps user should be an absolute last resort. Deleting a user has serious consequences that are not easily reversed, and - in some cases - are impossible to repair.

Suspend a User

GOOGLE TUTORIAL LINK: [Suspend a User](#)

From time to time, you may need to lock a user out of a Google Apps account, which is where account suspensions come in. A user cannot log into a suspended Google Apps account, and that account cannot receive emails or accept Google Calendar invitations. All the data in a suspended account remains intact, and any Google Drive files owned by a suspended user are still accessible to collaborators.

Please note: You will still be charged your monthly license fee for a suspended user.

You can [restore a suspended user](#) at any time.

Delete a User

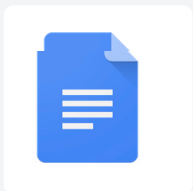
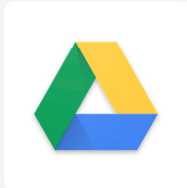
GOOGLE TUTORIAL LINK: [Delete a User](#)

In frank terms, deleting a Google Apps user should be an absolute last resort. When you delete a Google Apps user, you delete all the data owned by that user – emails, Calendar events, contacts, and documents – *permanently*. You also lose access to any Marketplace apps for which the deleted user was the administrator. Deleting a user has serious consequences that are not easily reversed, and - in some cases - are impossible to repair. Don't delete a user unless you are absolutely sure it is necessary, and you've made proper preparations.

There are a number of [recommended steps to take before you delete a Google Apps user](#), but they all come down to one objective: *Retain the data in the deleted account*. There are three schools of thought on how to retain data before you delete a Google Apps user:

- Google has a [grab-bag of methods for downloading or transferring data](#) out of each individual Google App
- You can manually [migrate data between of Google Apps](#) accounts
- You can maintain an automated, online backup of the data in the Google Apps account with a service like [Datto Backupify for Google Apps](#)

Don't want users leaving YouTube comments or starting Blogger blogs under their company Gmail addresses? Google Apps can prevent it.



Service management

Enable and Disable Google Services

GOOGLE TUTORIAL LINK: [Turn Google Services On or Off](#)

A number of Google services require a Google account to operate, and by default all Google Apps users are permitted to sign on to any Google service. Google Apps gives administrators the power to prevent your domain users from creating an account on a specific Google service. Don't want users leaving YouTube comments or starting Blogger blogs under their company Gmail addresses? Google Apps can prevent it.

Just bear in mind: Google Apps can't prevent users from visiting these sites; it just stops them from signing in with their Google Apps domain accounts. You have the same power over any service available in the Google Apps Marketplace.

Manage Service Updates

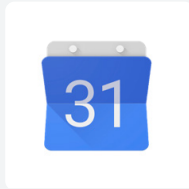
GOOGLE TUTORIAL LINK: [Manage Service Updates](#)

Nearly every week, Google releases feature updates to the core Google Apps: Gmail, Drive, Calendar and Sites (you can [track the release schedule here](#)). As a domain administrator, you have the option of allowing your users to receive these updates immediately (Rapid Release) or to allow you and your fellow domain admins to receive the updates a week or more before your users (Scheduled Release). The Scheduled Release is selected by default. If you want everyone to get the newest features and updates faster, you can opt into the Rapid Release schedule.

Drive Configuration

GOOGLE TUTORIAL LINK: [Configure Sharing Settings for Drive](#)

Google Apps provides a granular set of options to control if and how your users can share Drive documents with persons outside your organization, as well as whether your users can receive Drive documents from users on other domains. By default, users can share or see anything, so your role as administrator is to determine how many, if any, of these privileges to restrain or rescind.



By default, Google Apps users can share their Calendar data with anyone, even persons outside your domain. Domain administrators have the option to restrain some or all of those privileges, which is occasionally warranted as a defense against social engineering attacks.

GOOGLE TUTORIAL LINK: [Install Google Drive Desktop App](#)

Google Drive has a companion desktop app that creates a virtual folder on a Windows PC or Apple Mac OS X system. This folder adds file sync functionality to Google Drive similar to Dropbox, making it easy to store and share files for desktop apps like Microsoft Word and Adobe Acrobat. While Google Apps can't automatically send out copies of the Drive desktop app to all your users, it has [a suggested email you can send to each user](#) explaining why and how to download the Google Drive Desktop App.

Calendar Configuration

GOOGLE TUTORIAL LINK: [Set Up Calendar Sharing Options](#)

By default, Google Apps users can share their Calendar data with anyone, even persons outside your domain. Domain administrators have the option to restrain some or all of those privileges, which is occasionally warranted as a defense against [social engineering attacks](#).

GOOGLE TUTORIAL LINK: [Create and Share a Group Calendar](#)

Need a master Calendar of company holidays or training sessions that you can share with all your domain users? Here's how you create one and roll it out to your entire domain.

GOOGLE TUTORIAL LINK: [Create and Manage Calendar Resources](#)

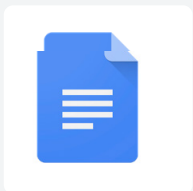
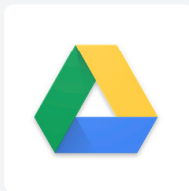
Need to create a list of meeting rooms or audio-visual equipment that can be shared across all the Calendars in your domain? Here's how to build and manage resource lists so no one tries to hold two meetings in the same conference room at the same time.

Group Management

GOOGLE TUTORIAL LINK: [Create a Group](#)

A Google Apps Group is a mailing list, but with extra features. Every Group has its own email address on your domain, but that address does more than just send a copy of any message addressed to it to every member of the Group. Google Apps Groups can also be used to extend bulk sharing access or bulk meeting invites. For example, you could create a [marketing@mydomain.com](#) Group that includes everyone in the marketing department. Any Google Drive document or Calendar invite shared with [marketing@mydomain.com](#) will be shared with everyone on the list.

Allowing mobile apps to connect to your Google Apps domain data is no small security risk. A lost phone that has logged into your domain becomes a backdoor into your data.



GOOGLE TUTORIAL LINK: [Manage Group Access](#)

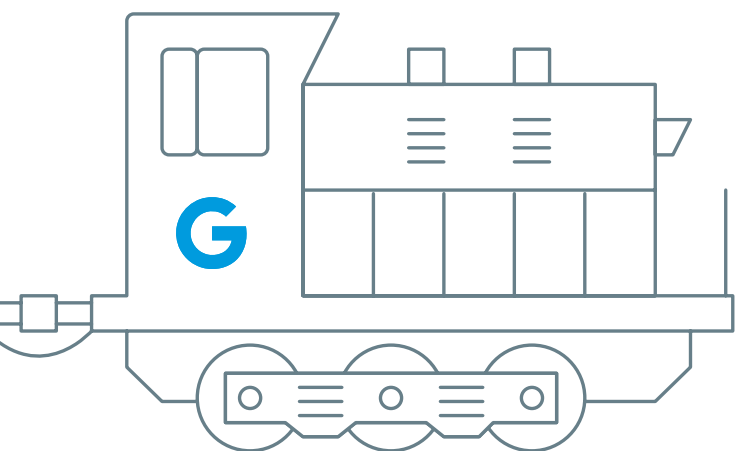
Groups have three kinds of components: [Owners](#), [Managers](#) and [Members](#), listed in descending order of privileges. Domain administrators can control who is the Owner of a Group, and Owners or admins can add or promote Members or Managers for the Group. Administrators can also control whether Groups can contain members from outside your domain, and whether persons outside your domain can contact a Group within your organization.

Mobile Access Configuration

GOOGLE TUTORIAL LINK: [Mobile Access Controls](#)

There are two ways to connect to Google Apps via a mobile device: through a mobile browser, or through mobile apps. Connecting through a mobile browser works just as it does on any conventional browser; users login in to access data and services, with all the usual constraints in place. Connecting via mobile apps allows for more functionality – like push email notifications, Calendar synchronization and the integration of contact lists.

Allowing mobile apps to connect to your Google Apps domain data is no small security risk. People lose phones all the time, and a lost phone that has logged into your domain becomes a backdoor into your data. As such, Google Apps allows you to control what services are accessible via mobile apps, and allows you to approve mobile app access on a device-by-device basis. If a device is lost, you can cut off its access remotely, preventing a thief from accessing any domain data on the pilfered phone or tablet.



CONCLUSION

We've only scratched the surface of the controls and customizations possible for Google Apps domain, but this document lays out the bare basics necessary to get a professional-grade Google Apps domain up and running quickly and easily. For more in-depth guides on Google Apps features and best practices, check out the [Datto Resource Center](#) and watch out for future additions to our library of Google Apps advice and enhancements.



Making the Case for Cloud-to-Cloud Backup
[DOWNLOAD NOW](#)

APPENDIX OF TUTORIAL LINKS

CREATE AND CONFIGURE A GOOGLE APPS DOMAIN

- I. [Create a Google Apps domain](#)
 - a. [Create a domain name](#)
 - i. [Purchase a domain from a Google Partner](#)
 - ii. [Use a domain you already own](#)
 - b. [Use the Domain Setup Wizard](#)
 - i. [Activate Gmail](#)
 - ii. [Add core Google Apps](#)
 - 1. [Calendar](#)
 - 2. [Drive](#)
 - 3. [Sites](#)
 - iii. [Add apps from the Google Apps Marketplace](#)
- II. [Configure a Google Apps domain](#)
 - a. [User management](#)
 - i. [Create new users](#)
 - 1. [Manually](#)
 - 2. [In bulk](#)
 - 3. [Via invitation](#)
 - ii. [Rename users](#)
 - iii. [Suspend users](#)
 - 1. [Restore a suspended account](#)
 - iv. [Delete users](#)
 - 1. [Best practices for deleting a Google Apps user account](#)
 - 2. [Retain the data files associated with deleted users](#)
 - a. [Google Takeout](#)
 - b. [Manual account migration](#)
 - c. [Datto Backupify for Google Apps](#)
 - b. [Service management](#)
 - i. [Turn on/off services](#)
 - 1. [Manage service releases](#)
 - ii. [Drive configuration](#)
 - 1. [Configure sharing settings for Drive](#)
 - 2. [Configure storage requirements for Drive](#)
 - 3. [Install Google Drive desktop app](#)
 - a. [Suggested email to users about Drive](#)
 - iii. [Calendar configuration](#)
 - 1. [Set up Calendar sharing options](#)
 - 2. [Create and share a Group Calendar](#)
 - 3. [Delegate Calendar access](#)
 - 4. [Create and manage Calendar resources](#)
 - iv. [Group management](#)
 - 1. [Create a Group](#)
 - a. [Edit a Group](#)
 - b. [Delete a Group](#)
 - c. [Manage Group access](#)
 - v. [Reset a user password](#)