Customer Facing Explanation

Question:

We often get asked by our Customer Success -team members to write up a paragraph or two to answer questions our customers have posed. Can you please write a short explanation to the question outlined below:

A customer has mentioned that instead of their old https://www.domain.com/start page, they want customers to use https://start.domain.com page. They would like to redirect users who visit the old page to the new one. What options would they have to implement this?

Answer:

Generally most hosting solutions have a number of ways to create and redirect subdomains with just a few clicks and adding some new text. Depending on the hosting the client has there are a number of ways to change to a subdomain. Most involved going into the settings of the domain hosting and making a few changes in the DNS configuration. This is usually something like a 'A' or 'CNAME' record stored at the domain hosting and can then do things like a "points to" record for the subdomain. The DNS record is how you register and manage your top level domain and you can change that record to do things like create, point to or redirect to a subdomain. There are more complex ways of creating and managing subdomains on the server side as well if the client manages their own servers like node and then there are a wide variety of solutions to create and test subdomains using node libraries if the client has control over their hosting. This is a very common thing to do and shouldn't have many impacts to the user. Try to think of a domain like www.google.com as just a name that is redirecting a physical IP address like 8.8.8.8 and that when a user goes to google.com they are actually going to 8.8.8.8. but at that location is a human readable record where anything under the domain can be altered make the user see www.subdomain.google.com with typically just a few lines in that record. I'm sure whatever the hosting for ideas they want to implement with a subdomain we can help them do them themselves or it could be something we can offer them, we just need to get some info from them about their current hosting to get started.