CreativeWP Ltd Domain Policy

Effective Date: 25/04/2025
This Document Was Last Updated: 01/02/2025

This Domain Management Policy outlines how CreativeWP Ltd handles domain registrations, renewals, and transfers. It also defines what we will and will not do with regard to third-party systems, clarifies SEO best practices, and refers clients to the related policies that govern our infrastructure: the **Shared Hosting Policy**, the **Dedicated Hosting Policy** (where applicable), and the **SSL Certificate Policy**.

Together, these documents form the **foundation of your web presence**, and should be reviewed as part of your onboarding, annual review, or digital planning cycle.

---

1. Our Approach to Domain Management

CreativeWP offers a managed domain service through our selected registrars. This ensures that:

- Domains are **secure and under our span of control**

- DNS records are **accurately managed** and integrated with our infrastructure

- We retain full **access and operational cover** via our hosting and insurance agreements

We manage domain lifecycles so you don't have to worry about expiry, DNS failures, or renewal lapses.

---

2. Domain Registrars We Use

We only register and manage domains using the following trusted providers:

- **EUKHost** (Primary and Preferred)

- **Gandi.net**

- **Namecheap**

- **Brixly**

We are currently **consolidating all domain management** into EUKHost to improve support response times, simplify DNS handling, and strengthen insurance-backed technical coverage.

---

3. Why We Won't Log Into Third-Party Registrars

For **insurance and liability reasons**, CreativeWP does **not log into external registrar accounts** (e.g., GoDaddy, IONOS, Wix, etc.) to manage client domain settings.

> If we were to make changes inside a third-party platform and cause an outage, we are **not covered** under our professional liability or cyber insurance.

> For this reason, we will always ask clients to either:

> - Migrate their domain(s) to our EUKHost platform (preferred), or

> - Make the required changes themselves with our technical guidance

We are happy to assist with the **migration process** and ensure a smooth transition.

---

4. Domain Renewals & Charges

We do not charge clients additional admin fees for domain renewals. Instead:

- Domains are renewed automatically inside our registrar accounts

- The **exact renewal cost** is passed on to the client (no markup)

- Clients may store **multiple domains** in their account with us at no extra charge

You will receive advance notice of renewal costs and options. We recommend keeping a primary payment method up to date to avoid missed renewals.

---

5. Long-Term Domain Registration for SEO

From an SEO standpoint, we advise clients to **register their domain for longer than the default 12-month period**. Domain longevity signals long-term trust to search engines.

We recommend:

- **10-year domain registrations** for best SEO trust signals

- Optional assistance with **longer-term purchases** (e.g., 100 years in rare cases)

While CreativeWP cannot purchase domains for more than 10 years by default, we are happy to assist in exploring options for clients interested in making long-term commitments to their domain authority.

---

6. Managing Multiple Domains

You may manage **as many domains as needed** through your CreativeWP account, whether they are:

- Redirecting to your main website

- Pointing to landing pages

- Reserved for future use

- Securing brand or typo variations

There are **no hosting or renewal fees charged per domain** beyond the registrar's actual renewal costs.

---

7. Integration with Hosting and SSL

Domain management is a critical part of your infrastructure and works **in direct connection** with:

- The **Shared Hosting Policy** or **Dedicated Hosting Policy** (depending on your plan)

- The **SSL Certificate Policy**, which outlines how SSL is installed and maintained across your domains and subdomains

Proper domain setup is required for:

- DNS propagation

- Email deliverability

- SSL activation

- CDN and performance optimisations

- Uptime monitoring and security enforcement

By keeping domains under our span of control, we can ensure **technical consistency**, **rapid DNS updates**, and **automated certificate renewals**.

---

8. DNS Records and Custom Setup

For clients whose domains are held with us:

- DNS records are managed through our hosting dashboards

- We handle common changes such as A records, CNAMEs, TXT entries (e.g., SPF/DKIM/DMARC), and MX records

- DNS changes are included in your support unless they require complex restructuring, which may be billed in 15-minute increments at **£35.00 + VAT per hour**

If your domain is not held with us, we can **provide the correct values and support**, but the responsibility to make changes remains with you.

---

9. Transfer Requests

Clients may request a domain transfer **to or from** CreativeWP at any time. We will provide:

- Authorisation/EPP codes

- DNS zone exports if applicable

- Registrar transfer instructions

Note: Some registrars impose a **60-day hold** on newly registered or recently transferred domains. We'll always inform you if this applies.

10. Domain Privacy, WHOIS & Ownership

All domains are registered **in the client's name**, ensuring full legal ownership remains with you.

CreativeWP will:

- Add **domain privacy (WHOIS protection)** where available and/or requested.

- Ensure you are listed as the **legal owner and contact**

- Manage technical and billing contacts on your behalf, where necessary

This gives you full control without losing access or visibility.

11. Questions or Requests?

For anything domain-related, contact:

- Domain Help: **support@creativewp.co.uk**

- Transfers & EPP Requests: **accounts@creativewp.co.uk**

- Urgent Domain Issue: **01697 508 281** (Use only in emergencies)

- Request a call or migration: **requests@creativewp.co.uk**

12. Policy Relationship

This Domain Management Policy works **in conjunction with** the following documents:

- **CreativeWP Shared Hosting Policy**

- **CreativeWP Dedicated Hosting Policy** *(where applicable)*

- **CreativeWP SSL Certificate Policy**

Together, these form the **core infrastructure documents** for your website and digital presence. Clients are expected to have read and acknowledged all three as part of their ongoing service with CreativeWP.