



Setting Up a Custom Domain for Your Site

Online Chapter Website Domain Set-up (CNAME/DNS Instructions)

If you own a short marketing domain for your chapter that you prefer to use as your "official" website name, the following instructions will help you set it up as your "permanent" domain that will not only redirect to your new site but will maintain that domain structure as part of your linking strategy to the pages on your site.

For example, you can purchase "afpballston.org" and set it up so that you can use a cleaner and shorter link such as "afpballston.org/AboutUs" and it will redirect to

"community.afpglobal.org/AFPBallstonChapter/AboutUs"—much preferable for some, we know.

Please follow the step-by step instructions below for this type of domain set-up:

1. Create a CNAME record to point your marketing domain (such as "www.afpballston.org") to "afpglobal.connectedcommunity.org"
2. Create a 301 Permanent redirect on the root domain, forwarding the "afpballston.org" site to "www.afpballston.org"

This method is recommended as it allows for optimal SEO rank, link uniformity, HTTPS compliance, and uses a load-balancer rather than pointing directly to an IP address.

However, not all DNS providers allow for the recommended method as several do not support 301 domain forwarding to a subdomain. If this is the case, the recommended method is:

1. Create a CNAME record to point "www.afpballston.org" to "afpglobal.connectedcommunity.org"
2. Create two "A" records to point the root domain ("afpballston.org") to these IP addresses: 184.72.112.29 and 184.72.125.39

The propagation of the site may appear within minutes for some users, but will take up to 48 hours to propagate across the United States. Additionally, it may take several days for the site to propagate internationally.

Important Final Step:

Once your set-up above is completed, the final step is to go into your chapter website admin to Site Setup > Site Name, and then under Domain Name, enter your new domain name (such as "www.afpballston.org"), then click Finish.