

As discussed here are the business reasons for wanting the key to transfer the domain to Modern.

I have never raised an issue about the transfer of the Website to a hosting service recommended by Modern, other than highlighting the cost - especially of the extra storage. If the server used is running at a low contention ratio, then there is a reduced chance of getting onto spam lists, but this is offset by the increased risk due to losing the dedicated IP address.

However – the arguments below show a misunderstanding of how web hosting works, and of the problems we have had.

- The lockout problems are due to misconfigured software – this was done by Havards staff and volunteers.
- The loss of a dedicated IP address will increase the chances of email being intercepted by SPAM filters, something we have now resolved.

Transferring control of your domain to Modern is neither necessary nor advisable. It offers protection for Havards against any issues with Modern. Havards should continue to use the “Industry Best Practice” way of having a separate Domain Registrar.

I set up the current Havards Website in that way. Once the benefits of this approach are explained I’ve never had a customer who wasn’t delighted to take advantage. This was what we taught our students to do when I was a lecturer on a Kingston University IT degree course.

If you do a little research, you will find that this is the recommended approach. I sent a reference on this to Clive in an earlier email.

1. A fresh start on a new hosted service without any question over the neighbouring domains or shared resources that have in the past caused problems with redirection our email to trash/junk folders of recipients.

Not true: A fresh start on a new domain will reduce the ranking of our website. You can, of course, switch to a new server without any effect as long as you follow the appropriate SEO guidance.

It is, however, likely to prove a significant mistake to plan to use a different domain.

The current website uses the domain siophavards.cymru. This is now quite well ranked. The current website appears as the first item on a Google search (from a “clean browser”) if you just search for Havards. A search for “Pembrokeshire Hardware shops” has us on the first page, albeit towards the bottom. The site has had some SEO work done on it and in addition our extensive newspaper and media coverage has ensured we have plenty of links and a good ranking. By moving to the domain havards.wales the shop will drop right down the rankings and lose traffic – the opposite of what is required. There are ways to mitigate the loss of ranking, such as 301 permanent redirects, but even so it will take a significant time before the new site starts showing up in searches. It would be better to develop using a temporary domain and then switched across. Please research this issue – it is extensively covered if you take the time to do some research. Examples: <https://makemelocal.com/blog/will-a-change-in-domain-name->

[affect-website-seo/ https://browsermedia.agency/blog/should-you-change-your-brand-domain/](https://browsermedia.agency/blog/should-you-change-your-brand-domain/)

You'll recall that when we eventually had our own IP address assigned the delivery of our email to inbox went up but is still not as good as it could be on a fresh hosting service platform.

2. Lockouts. The current hosting services are supporting a very large number of customers, their policies on topics such as security have to therefore be broad brush in approach. An example which has been the disconnection of multiple Havards accounts when one, non-existent account has had a number of attempted logins. Modern have made clear that the hosted service we will be on is not populated with a large number of accounts. They offer a service per customer rather than a board brush approach. In addition, the "reputation" of the hosted platform from Modern is good which carries considerable weight when email is sent out and will lift our email to inbox hit rate and were we to suffer the same problem of repeated login attempts only that email account would be disabled for a period of time.

This shows a misunderstanding of what has been happening. Any web server, whether a shared service or otherwise will have to put in place procedures to prevent hacking attempts. In the case of Inventive hosting, they use a very common antihacking software tool, that many other hosting services use, that works as follows. Disconnections occur, initially just for 30 minutes, when hacking attempts are suspected, and are based on IP address. Thus, only the offending user is locked out, and only on that IP address. For example, I don't think I have ever been locked out! The only exception is if two or three people are sharing the same IP address, and that can happen in the shop.

The fact we now have our own IP address is not in any way connected to the occurrence or otherwise of lockouts. That was obtained for the purpose of stopping email getting classified as SPAM – it is the case that on a shared hosting service the behaviour of other users may result in the IP address concerned getting onto lists produced by the likes of Spam Assassin and that ilk. That is what having our own IP address achieves. The lockouts I have succeeded in diagnosing have all occurred due to a misconfigured email client. That problem would have occurred on even a dedicated host. The biggest culprit is Microsoft, which should have been telling Betty what was going on. I notice all support for this sort of fault will be chargeable by Modern. Inventive Hosting Support: Whilst no doubt technically capable, trying to get to the core reason for the lockouts and importantly how to resolve it was not easy. It was clear that they really wanted to only talk to Brendan and his availability given his other commitments has and remains an inhibitor to prompt resolution of trouble tickets. **Inventive Hosting are not responsible for the lockouts, I've worked with many hosting services and the technical support we get is remarkably good. They have worked with Chris, so it is not true that they only want to work with me.**

Importantly Modern, located in Pembroke are a local team, that will know us and our services, and have support available when we need it.

Modern are using a shared hosting service. Their email saying a dedicated IP address is not available makes this clear. Therefore the same sort of problems may well occur, especially since it seems you want to change everyone's email address – which could cause a repetition of email being caught up in spam filters etc.

4. Control over the Domains is important and should be held within the determination of the company's executive as to where and who hosts the service. Modern stated clearly that as part of any dissolution of the contract with them, they, as part of our contracted service would ensure all services and keys to transfer any service they were hosting or supporting would be provided without hesitation or delay and they would fully assist in our transfer to a new vendor.

This is the whole point of my recommendation that you keep the Domain Registrar separate from the Hosting service provider. This is best industry practice. Please just google for “Should I keep my Domain registrar separate from the hosting provider.” Modern will almost certainly accept this, if we have sensible dialogue.”

5. Developing the website - full access to the domain as owner is required. A lesser or controlled access will only inhibit progress as the developer hits a limit of access provided by Brendan. There are certain activities which only the hosting provider can perform and delay to that will again inhibit prompt progress and cause additional costs.

Yet another misunderstanding: Once the domain is pointed to the nameservers associated with the hosting service modern use for development they will have every facility needed.

6. Havards owns the domain and should have access to the keys. **Yes, of course, and you do. Details of the Domain registrar are included in the information lodged on the G Drive. There is a code sent to login – and that currently goes to the same email address as we publish on the website.**