

# Checklist: Managing Multiple Domains Under One Brand

## DOMAIN ACQUISITION

- ☐ Register the domain(s) through a reputable registrar (GoDaddy, Namecheap, etc.).
- ☐ Use a name that reflects the niche, product, or campaign purpose.
- ☐ Keep domains short, clear, and easy to spell.

## BRAND STRUCTURE

- ☐ Confirm your primary business domain (e.g., YourLLCName.com).
- ☐ Link new domains legally and visibly to the LLC or parent brand.
- ☐ Add footer text like: "Powered by [Your LLC Name]" or "A division of [Your Brand]".

## REDIRECT STRATEGY

- ☐ Choose redirect type:
  - ☐ 301 Redirect (permanent)
  - ☐ 302 Redirect (temporary/testing)
- ☐ Redirect niche domains to:
  - ☐ A landing page on your main site
  - ☐ A niche blog or affiliate page
  - ☐ An online course, product review, or funnel

## HOSTING & WEBSITE SETUP

- ☐ Add the new domain to your hosting platform (e.g., Wealthy Affiliate).
- ☐ Choose between:
  - ☐ Redirect-only setup
  - ☐ Full site or microsite
- ☐ Create a clean menu/navigation that links to your core brand or offers.

## LEGAL & ADMIN

- ☐ Verify with your state if a DBA is required (usually not if names are linked clearly).
- ☐ Use a consistent privacy policy, terms, and contact page across all sites.
- ☐ Centralize business activities (banking, tax, etc.) under one LLC.

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## SEO & BRANDING

- ☐ Use keyword-rich domain names when possible.
- ☐ Ensure canonical tags are used to avoid duplicate content.
- ☐ Keep branding elements (color, font, voice) consistent across domains.

## CONTENT & MARKETING

- ☐ Link from niche domains back to the main site.
- ☐ Create lead magnets or CTAs that feed into one email list or CRM.
- ☐ Use analytics to track traffic by domain and adjust strategy accordingly.