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Domain Management Brand Protection New Extensions SSL Reseller Consulting News Contact



DOMAIN NAME MANAGEMENT

Enter your domains Search

Lexsynergy Features Portal Features Registrations / Renewals / Transfers Centralization

Domain Name Strategy Domain Name Audit Country Extensions / Local presence New Extensions

Web & Email Forwarding Internationalized Domain Names

Lexsynergy's domain name management service is an efficient and cost-effective solution to manage and protect your global domain name portfolio in an increasingly competitive online marketplace.

Our domain portal allows you to manage and protect your global domain name portal from a single, centralized point; while a dedicated account manager and support team provide 24/7 support.

LEXSNERGY FEATURES

- A dedicated account manager
- 24/7/365 technical support (telephone and email)
- Competitive pricing
- Access to over 1000 domain extensions
- Flexible billing options (daily, monthly, quarterly or annual)
- Billing currency options (USD, GBP, Euros, South African Rand and Kenyan Shilling)
- Free domain training courses for clients and staff members
- A local market presence to allow, where possible, the registration of restricted domains
- Summary of each domain extensions requirements
- Free web and email forwarding

PORTAL FEATURES

- Register, renew and transfer domains
- Export domain name portfolio details (Excel and CSV)
- A country-code top-level domain (ccTLD) search function
- A generic top-level domain (gTLD) search function
- Domain Backorders
- Domain name server (DNS) configuration access
- Purchase and renew SSL certificates
- A real-time Whois domain name database search function
- Sub-user accounts, allowing restricted access to selected features of the portal
- Two-Factor Authentication as an additional layer of security

REGISTRATIONS / RENEWALS / TRANSFERS

As a leading global domain name registrar with accreditations and strategic partnerships around the world, Lexsynergy offers a domain registration service that allows you to register and renew domain names in over 1000 extensions from a central portal.

Random uncoordinated domain registrations could expose a brand to cybersquatting and other sorts of infringements. It is for this reason that Lexsynergy does not simply process domain name registrations but provides strategic brand protection advice to ensure all the domain extensions relevant to our client's business, trademark or marketing campaigns are adequately secured.

Domain names should be registered in the name of the trademark owner or appropriate legal entity, to ensure legal consistency. The majority of domain extensions operate on a "first come, first served" basis so it is of paramount importance that domain names, which correspond to a trademark are registered at the first available opportunity.

CENTRALIZATION

A domain name is your online trademark that needs to be managed in a professional manner by one provider with global reach. Domain name centralization is a key component of our domain management service.

Centralization will make your domain name portfolio:

- Streamlined globally
- Easier to manage
- More cost efficient
- Easier to monitor (performance & risk)
- Allow for quicker and proactive measures to mitigate risk through central analysis
- Avoid domain names being lost through missed renewals

The centralization process, which involves transferring domain names administered by several different registrars (domain providers) to Lexsynergy. This process is coordinated by a dedicated account manager, who will also ensure that your Whois (domain name database) records are accurate and consistent. Transfers are handled with extreme care and precision, avoiding technical interruptions.

DOMAIN NAME STRATEGY

Lexsynergy will create a domain name strategy that details the steps to effectively manage your domain portfolio. When creating the strategy, we take multiple factors into consideration including your:

- corporate structure
- market and global presence
- competition
- commercial objectives
- perception of risk

The creation of a domain name strategy and policy document enables clear governance of domain name management and online brand protection within your organization.

Best of all, this strategy report is free of charge for all clients.

DOMAIN NAME AUDIT

Lexsynergy's domain name audit is the starting point of our domain name management service. It is the "health-check" of your domain portfolio and will give you a clear snapshot of:

- all the domains currently under your control
- identify online infringements of your trademark
- identify potential risks and gaps in your portfolio.
- provide a blueprint to determine the most efficient way to centralized your domains
- identify how to protect your business against brand abuse in the future.

Don't remain in the dark to what your brand could be exposed to online. Lexsynergy's audit report will shine a light on what is out there to enable you to gain control of your domain portfolio.

Lexsynergy

Lexsynergy are a company with two sides to their business.

They are one half domain registration company, in the same vein as a Godaddy for example.

On the other, they are a domain protection agency. So where fraudsters start a similarly named website in order to trick people, they help shut it down.

This mix of services meant they had two very different audiences. 70% of their customers were domain based, largely small business owners, but the other 30% were large multi-conglomerates. The problem was that the brand didn't really appeal to either. The website was extremely text heavy and failed to quickly sum up what the business did. While it was very consistent in its use, it was too basic to appeal to larger clients and didn't convey quality of service.

A complete overhaul of both the design and content was needed.



I suggested a few elements. The first was a visual representation of what Lexsynergy did on the domain protection side. So we would take look-a-like and fake goods and use them in social media and throughout the website. The goal with these was to easily convey the type of counterfeit domains the company was taking down whilst also making people look twice.

The second thing to do was to drastically /cut down the amount of text and look at different ways to display services in a compact way, and trust that where people were interested they would take the time to interact with those elements.

The next step was a visual overhaul, so using darker colours and patterns that conveyed quality. I had originally thought about black but we ended up using a very dark blue and a lighter blue for accent colours. The idea with the overhaul was to create a brand which conveyed quality and trust and aim more towards the big companies and the work surrounding brand protection than the domain management side.