WHAT CAN YOU DO TODAY?

After running through Chapter 1 you might realise that you have a couple of issues around your website control and ownership.

Unless you do something about securing your interest in your domain name and website now, you won't have a valuable asset available to sell in the future.

Everyone wants their idea to be the next big thing, after all sites like 'Send Your Enemies Glitter' were established and sold for upwards of $85,000 in a matter of weeks, so it is possible.

Just get your fundamentals right so you have something you can hang on to, or can sell.

Some easy things you can do to protect your website today …

1. SEARCH

Whether you already have a name, or are currently looking, start by finding out what is already out there. Once you know what is out there, you can make a commercial decision on whether to stick with the name you have, or re-brand.

☐ Start with Google and other search engines

☐ Look for an exact match to your business name, then look for near matches to your business name

☐ Check the TRADE MARK register in your primary market (eg. United States) **Remember, only a .gov register is legitimate

2. TRADE MARK

Not everything can be trademarked and not everything needs to be. If you know what has already been registered, you won't waste time or money developing something you ultimately won't be able to use.

☐ Decide whether your brand is something you want to try and register as a trade mark

☐ Decide where in the world you aim to register your brand

☐ Do a WIPO search for your brand and see what is out there

☐ List all the products or services you want to protect under your mark

3. GET CONTROL

If you aren't the registrant of your domain name, you don't have control of your online presence, take steps to regain control.

☐ There are different organisations in each country that have contracted with ICANN to have oversight of domain name registrations in their country. Find yours.

☐ Do a whois search for your domain. You may need to purchase a full record to get all of your details. Try www.whois.domaintools.com or www.whois.icann.org

☐ Check that your details are right and if not, contact your Registrar

4. HOSTING MANAGEMENT

Understanding where your content is and what state it is in can be the difference between re-loading or recreating! Don't underestimate the amount of time it would take to rebuild your website if it was hacked, or how difficult it might be to reload content.

- ☐ Know who your host provider is and where in the world your content is hosted.
- ☐ Know what systems are in place to protect your content against hacking.
- ☐ Put SSL certificates on your websites to increase credibility and visibility.
- ☐ Know how often your content is backed-up, where and how easy or difficult it might be to reinstate if you were hacked.

5. SECURITY

Don't think your business is too insignificant to get hacked. Every single online connection is at risk. What would it cost to start again?

- ☐ Work out what security you currently have around your online activities.
- ☐ Look closely at all your revenue generating pages and what protections are in place.
- ☐ Have a system for regularly updating all software and security systems you put in place.

YOUR NOTES:

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