

COGdigital^o

DOMAIN STRATEGY & DNS HOSTING

Case Study – Ocean & Earth



OCEAN + EARTH



DISCOVER

THE COG DIGITAL APPROACH TO DOMAIN STRATEGY AND DNS HOSTING

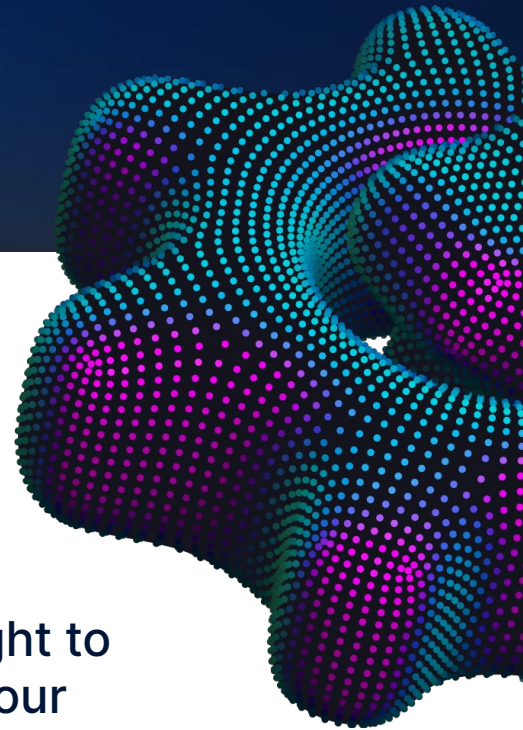


This document will introduce you to a Domain Strategy and DNS Management Managed IT project as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!

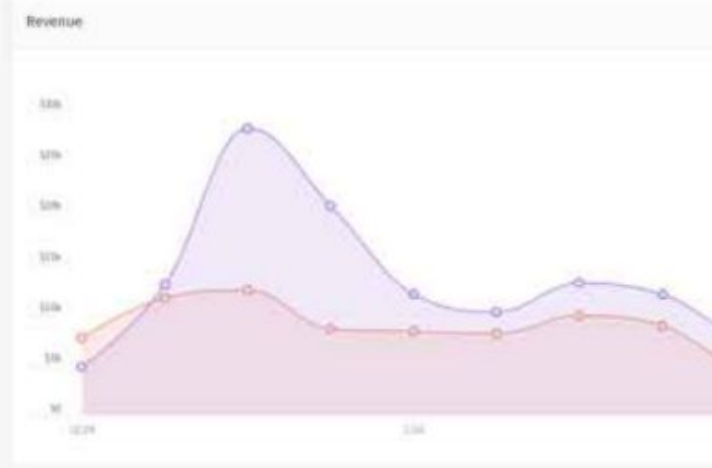


- EB-COMMERCE
- View Store
- Home
- Search
- Analytics
 - Overview
 - Insights
 - Real Time
 - Merchandising
 - Marketing
 - Orders
 - Customers
 - Purchase Funnel
 - Abandoned Carts
 - Abandoned Cart Recovery
 - In-Store Search
 - Sales Tax Report
- help

Store Overview

Search

Orders	Revenue	Customers
2052 +15.64%	\$196,051.23 +33.04%	1936 +25.56%





WHAT WE KNEW FROM THE START

We knew that Ocean & Earth needed a trusted professional Australian eCommerce website development team to handle the complexity of managing a new website development project that included rewriting the domain to a newly acquired name that more closely with the brand.

The DNS network was poorly managed and the brand digital domain assets existed in numerous registrars with records sitting at different locations and generally a fragmented and mismanaged situation.

We also knew that the [Ocean & Earth](#) brand needed a strategy to nurture through this process to ensure emails, SEO, and domain equity remained in control and undisturbed.

Plus, their business needed an at-call team of digital experts to offer solutions for nurturing SEO and domain equity while continually trading during the platform migration.



ABOUT THE CLIENT

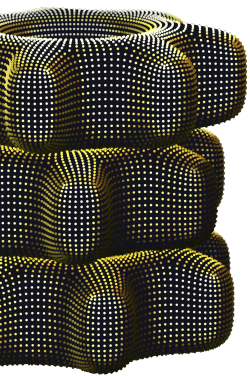
Ocean & Earth is the only remaining Australian surf company that has been around for over 30 years that remains 100% independent. Ocean & Earth was founded by Brian Cregan and established in 1978 producing a couple of basic surfing products and a staff of three. Slowly growing by establishing a network of retailers.

Staff knowledge of surfing helped with product development and good old trial and error.

By the early eighties domestic distribution covered the majority of the main surfing areas and some export sales were achieved by “word of mouth”.

By the mid to late eighties the Ocean & Earth product range had grown significantly to encompass a broad range of surfing accessories, backpacks and a small range of clothing which still is the backbone of the company today.

Today O&E is a global brand supporting the world's best professional surfers.



OCEAN + EARTH



FROM THE CLIENT

“Obviously as a surf specific brand, Ocean & Earth needed to connect with a team that not only live our lifestyle, but intimately understand our targeted consumer groups and how they behave online. COG Branding have remained dedicated and consistent in providing not only unwavering first class support but great results, month on month year on year”.

- [Phil Macdonald](#), CEO





THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

SEM Rush

[Semrush](#) Inc is an American public company that offers a SaaS platform known as Semrush. An all-in-one tool suite for improving online visibility and discovering marketing insights for SEO, PPC, SMM, Keyword Research, Competitive Research, PR, Content Marketing, Marketing Insights, Campaign Management.

DNS

The [Domain Name System](#) is the hierarchical and decentralized naming system used to identify computers reachable through the Internet or other Internet Protocol networks. The resource records contained in the DNS associate domain names with other forms of information.

COG Domains

[COG Domains](#) is an Accredited Domain Name and Web Hosting company.

One of the best domain name registrars because it offers low registration prices for top-level domain names (TLD).

ICANN

[ICANN](#) (Internet Corporation for Assigned Names and Numbers) is an American multistakeholder group and nonprofit organization responsible for coordinating the maintenance and procedures of several databases related to the namespaces and numerical spaces of the Internet, ensuring the network's stable and secure operation.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really rely on [COG Digital](#) for our astute and confident project management.

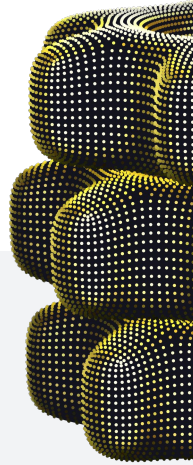
Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Migrating records**
- **Consolidating Domain Accounts**
- **SEO and Nurturing DA**
- **Rewriting Website Domains**
- **Managing Email Records and redirects.**





BRIEF SUMMARY



Ocean & Earth approached COG Digital with a brief to handle managing a new website development project that would include rewriting the domain to a newly acquired name, and, ensuring that emails followed this strategy.

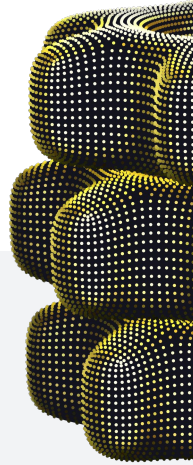
Part of the brief was to nurture the link equity and domain authority that has been developed over time, as a new domain name would jeopardise the DA attributed to the existing domain names we were departing from. You can read about that case study [here >](#)

Also part of the brief was to overhaul the [Pay Per Click Advertising](#) strategy to ensure the new domain name was aligned with the current live ad program. You can read about the Ocean & Earth Paid Performance Marketing case study [here >](#)

COG Digital also needed to manage the domain name registrar's, domain name record locations and redirects, plus geo-location redirects for the brand domain suite. A key part of the brief was that the desired domain name was not available, so we had to set up a Domain Name Watchlist and monitor the expiry date of the domain name Ocean & Earth wanted to acquire.



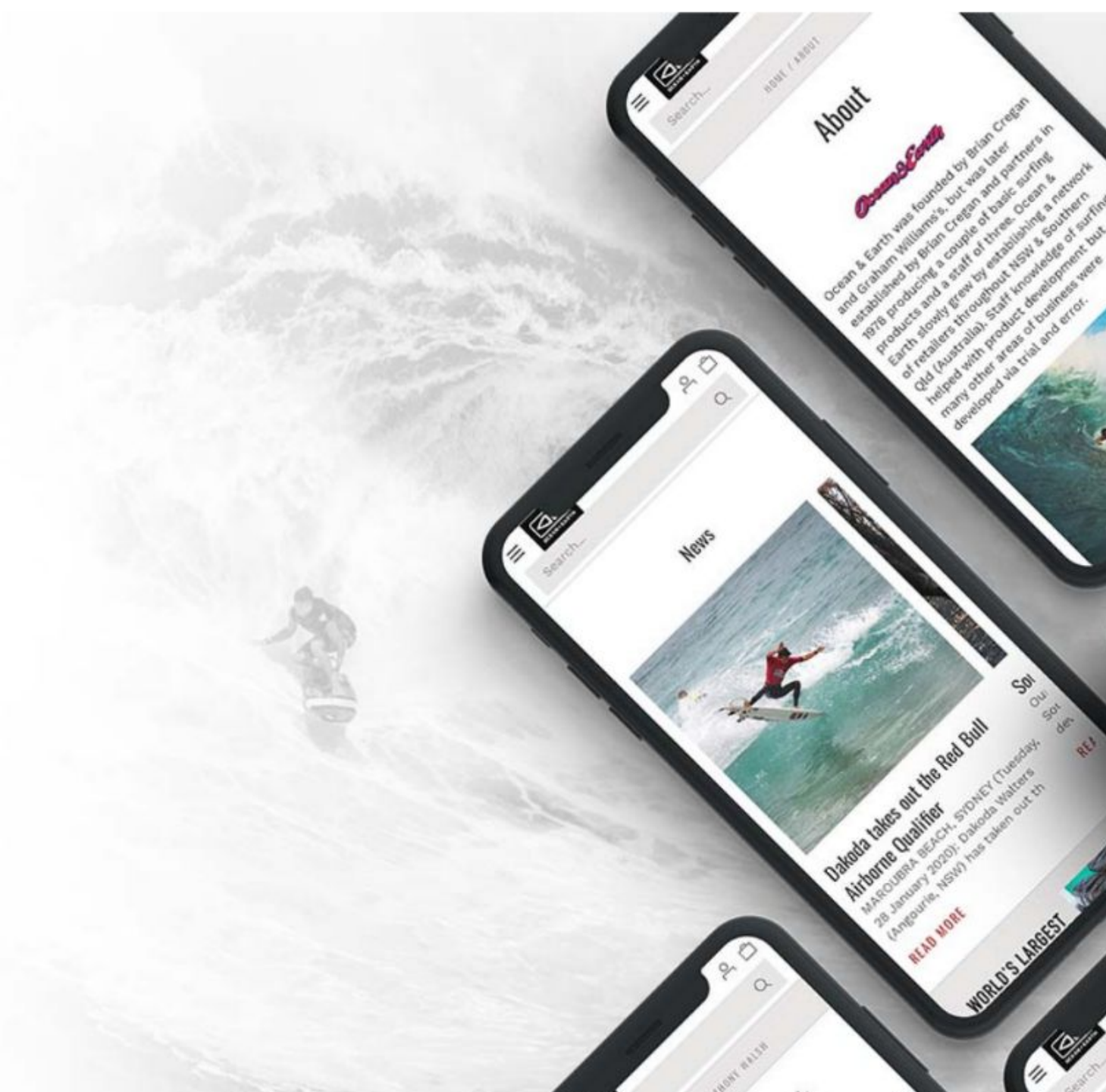
SOLUTIONS SUMMARY



At COG Digital, we have Managed IT experts, which enable us to perform all remote domain name updates and optimisations for this type of domain name migration strategy and overhaul.

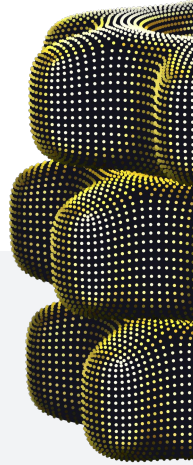
COG Digital web developers and Managed IT experts are proficient in DNS protocols and elements needed to complete the project.

- Migration Strategy for Website and Email
- Manage Numerous Registrar's and consolidate to one.
- Migrate DNS records (A, CNAME, MX, TXT, SPF, NS)
- Globally Domain Name Suite Strategy
- Set Up and Monitor Domain Name Watch Lists
- Audit Domain Authority (DA) and manage backlink directory and Sitemap at Search Console
- Overhaul Performance Marketing links to meet new Domain Name
- Schedule onsite Managed IT visitation to update all staff emails (desktop and device)



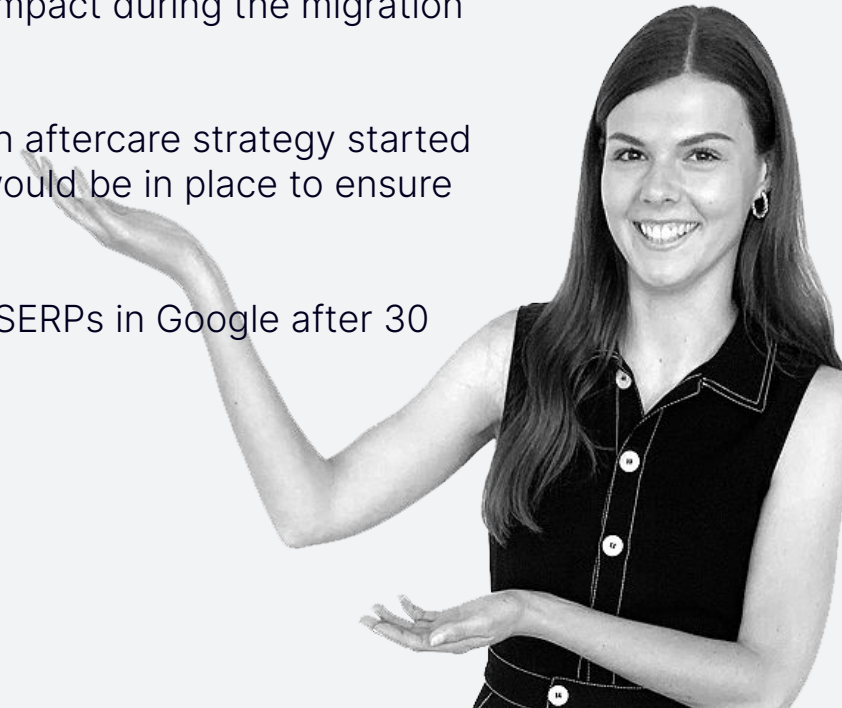


RESULTS SUMMARY



Project Success!

- With thorough planning and preparation, we were able to migrate Ocean & Earth from one domain name to another across both website and email.
- Via thorough planning and discovery process that nailed down the needs and goals, we performed a secure DNS migration which included an [SEO](#) audit and indexing rebound strategy to ensure minimal impact during the migration process and better ranking after the switch.
- We also ensured that our DNS strategy included an aftercare strategy started that ensured longevity and correct management would be in place to ensure this scenario wouldn't be encountered again.
- The new website clawed back it's DA and organic SERPs in Google after 30 days after migration.



THE COG BRANDING PRODUCT SOLUTIONS

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Domain[®]
Force

LEARN MORE >



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.



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