Launching Your Site

DrupalCorn 2018
by Dan Ficker

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AUGUST ASH

DESIGN DEVELOP MARKET

What We Will Cover

- Gather Website Team Information
- How does DNS work?
- Change DNS records
- Configure SSL Certificates
- Determine Hosting
- Let’s Move It!

What We Need

- Domain Registrar
- Domain Owner
- DNS Servers
- DNS Managers
- Hosting Provider

How DNS Works

DNS = Domain Name System

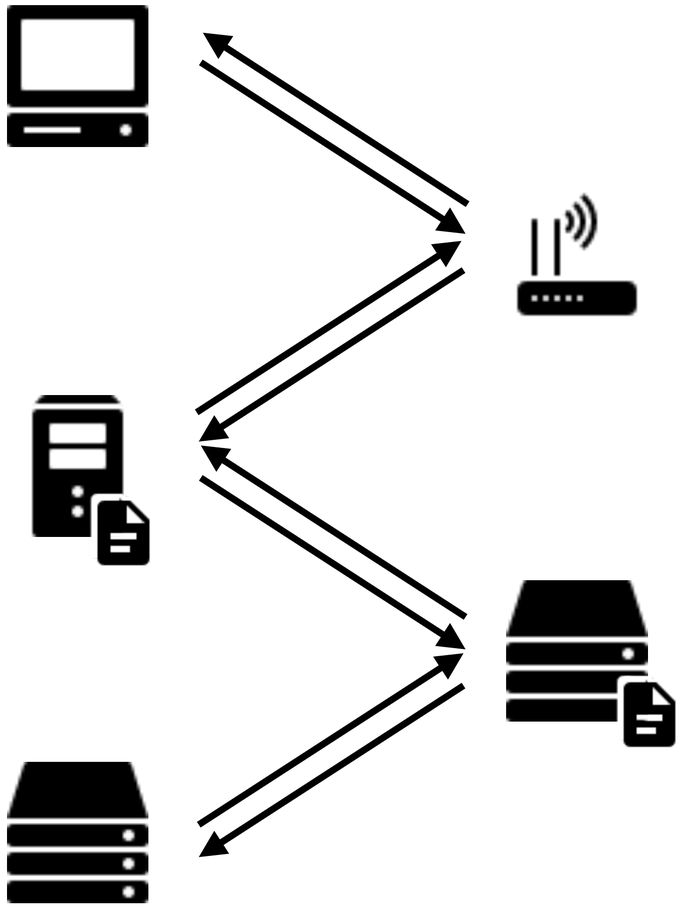
Internet Overview

- Your Computer
- Local Network Router
- Internet Provider Router(s)
- Internet Backbone(s)
- Name Server(s)

Icons: icons8.com

The Request Path

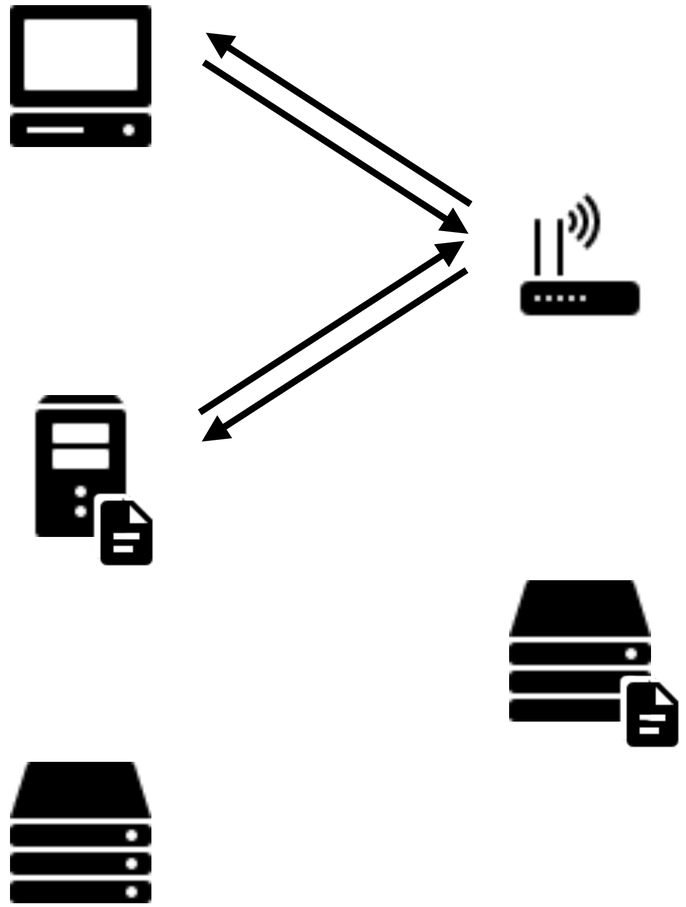
- Your computer asks the router, “Where is drupalcorn.org?"
- The router doesn’t know, so it passes the request on.
- If no one knows, the name server knows
- DNS servers can save a copy to use for later requests of the same data.



Icons: icons8.com

Time To Live (Caching)

- Response: “162.255.119.80”
- It includes a TTL of 3,600 seconds.
- Routers assume this data is good for the next 3,600 seconds.
- Routers can keep it and give it to others until expiration.
- Result: Faster to get commonly-used DNS records.



Icons: icons8.com

Gathering Stakeholders

Making a List

Image: NBC12

The WHOIS Record

- Websites or commands to look up Whois records.
- Important Parts:
  - Registrar
  - Admin Contact
  - Expiration Date
  - DNS Nameservers

```
Domain name: drupalcorn.org
Registry Domain ID: D157059435-LROR
Registrar WHOIS Server: whois.namecheap.com
Registrar URL: http://www.namecheap.com
Updated Date: 2018-09-25T14:28:37.00Z
Creation Date: 2009-09-08T17:45:07.00Z
Registrar Registration Expiration Date: 2021-09-08T17:45:07.00Z
Registrar: NAMECHEAP INC
Registrar IANA ID: 1068
Registrar Abuse Contact Email: abuse@namecheap.com
Registrar Abuse Contact Phone: +1.6613102107
Reseller: NAMECHEAP INC
Domain Status: clientTransferProhibited https://icann.org/epp#clientTransferProhibited
Registry Registrant ID: etnh5nfwap8gxq32
Registrant Name: John Rearick
Registrant Organization:
Registrant Street: 1426 W 8th St
Registrant City: Nevada
Registrant State/Province: IA
Registrant Postal Code: 50201
Registrant Country: US
Registrant Phone: +1.5152576050
Registrant Phone Ext:
Registrant Fax:
Registrant Fax Ext:
Registrant Email: core@drupalcorn.org
Registry Admin ID: 0gqybzf5s00gfvbu
Admin Name: John Rearick
Admin Organization:
Admin Street: 1426 W 8th St
Admin City: Nevada
Admin State/Province: IA
Admin Postal Code: 50201
Admin Country: US
Admin Phone: +1.5152576050
Admin Phone Ext:
Admin Fax:
Admin Fax Ext:
Admin Email: core@drupalcorn.org
Registry Tech ID: f4vkay74netsgtw6
Tech Name: John Rearick
Tech Organization:
Tech Street: 1426 W 8th St
Tech City: Nevada
Tech State/Province: IA
Tech Postal Code: 50201
Tech Country: US
Tech Phone: +1.5152576050
Tech Phone Ext:
Tech Fax:
Tech Fax Ext:
Tech Email: core@drupalcorn.org
Name Server: dns1.registrar-servers.com
Name Server: dns2.registrar-servers.com
DNSSEC: unsigned
```

WHOIS Record Highlights

- Registrar
  - **Registrar URL: http://www.namecheap.com**
  - **Registrar: NAMECHEAP INC**
- Important Dates
  - **Updated Date: 2018-09-25T14:28:37.00Z**
  - **Creation Date: 2009-09-08T17:45:07.00Z**
  - **Registry Expiry Date: 2021-09-08T17:45:07.00Z**

WHOIS Record Highlights

- Registrant Contacts (abbreviated)
  - **`Registrant Name: John Rearick`**
  - **`Registrant Phone: +1.5152576050`**
  - **`Registrant Email: core@drupalcorn.org`**
- Name Servers
  - **`Name Server: dns1.registrar-servers.com`**
  - **`Name Server: dns2.registrar-servers.com`**

WHOIS Definitions

- Registrar: Company who leases the rights to the domain name.
- Registrant & Admin: Person/Organization who manages the domain name.
- Name Servers: Servers to query for DNS Records.

Stakeholder List

- Domain Registrar: Name Cheap
- Domain Owner: John Rearick
- DNS Servers: dns1.registrar-servers.com, dns2.registrar-servers.com
- DNS Managers: ?
- Hosting Provider: ?

DNS Next Steps

- Find out who manages current name servers.
- See if they will continue hosting name servers.
- If not, set up new DNS name servers.
- Get login/contact for changing DNS records.

Hosting

The Launch Pad?

Maybe this analogy doesn’t work.

Drupal Hosting Requirements

- PHP 5.5.9 or higher (Drupal 8)
- PHP 5.3.x or higher (Drupal 7)
- New website should run on PHP 7.1 or higher for long-term security and stability.
- Supported database
  - MySQL/MariaDB/Percona 5.5.x or higher (and others)
- Supported web server
  - Apache 2 (and others)

Hosting Trade-Offs

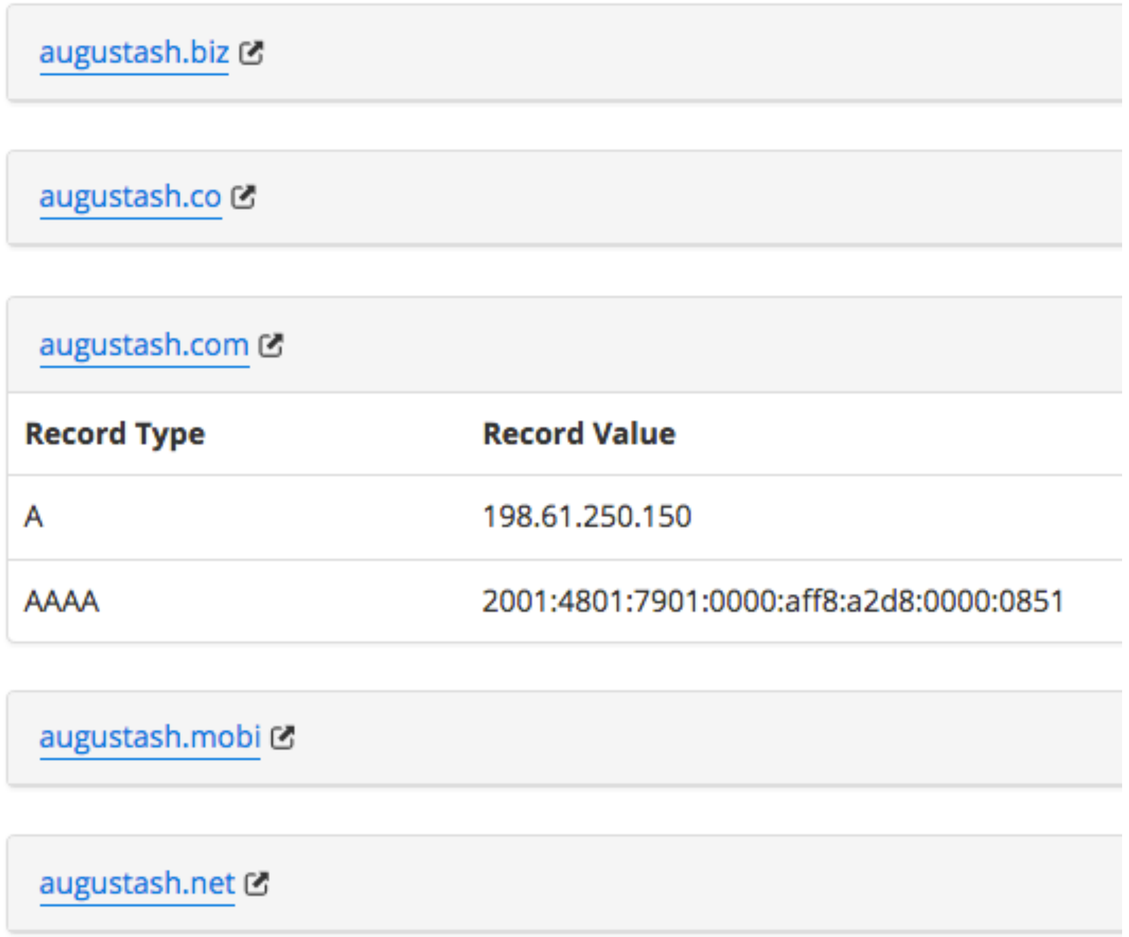
- Hosting can be from $2 to thousands per month.
- More money can get more performance.
- More money will usually get better support.
- More money can also get more simultaneous traffic.

Stakeholder List

- Domain Registrar: Name Cheap
- Domain Owner: John Rearick
- DNS Servers: dns1.registrar-servers.com, dns2.registrar-servers.com
- DNS Managers: John’s Name Cheap Account
- Hosting Provider: Pantheon

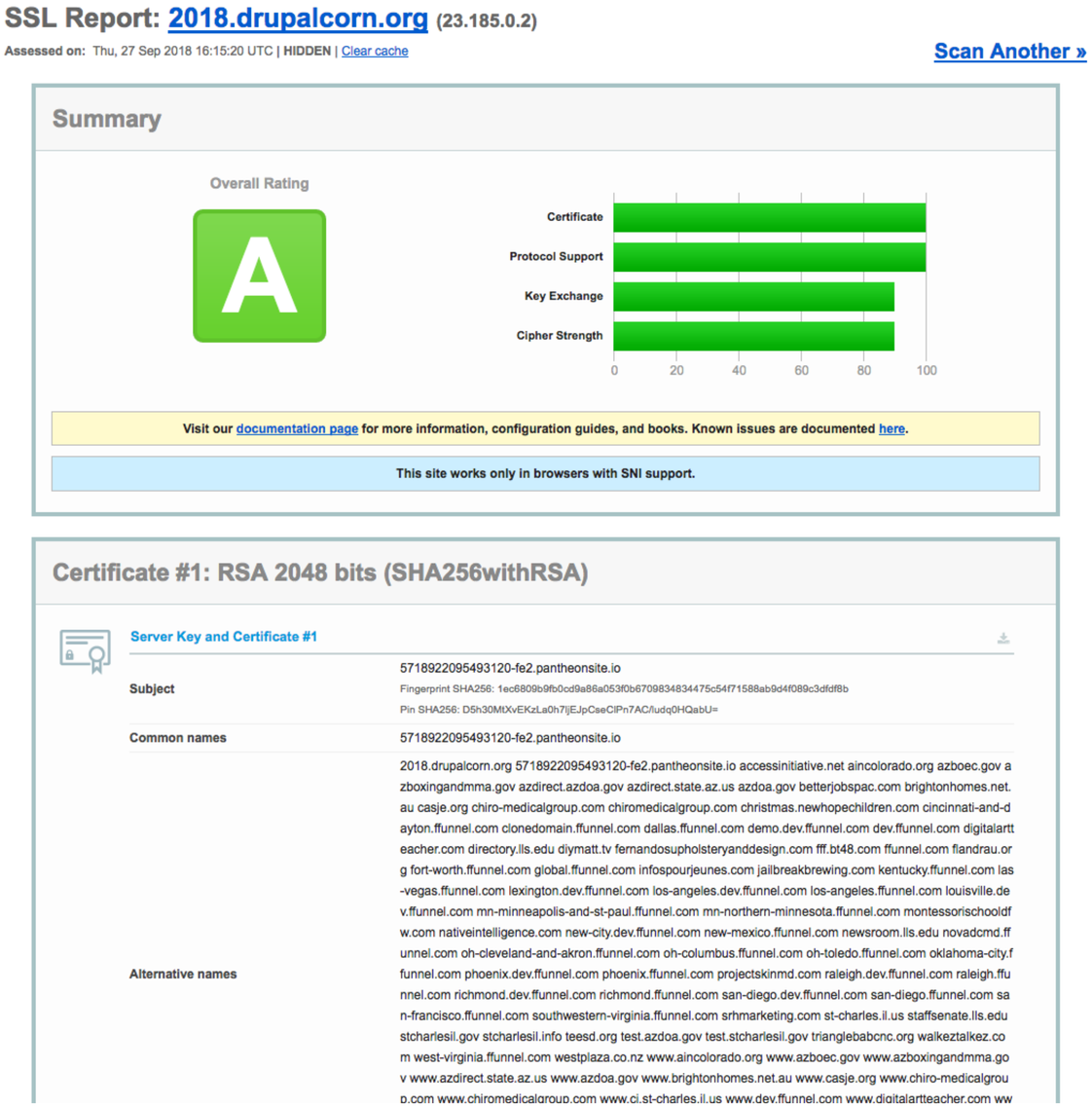
Getting DNS Records

- With VPS or Private Server, you may just point to IP:
  - A record: 10.234.56.78
- Shared/cloud hosts require to know what domains you point.
- Shared/cloud hosts may give you an A or CNAME record to the server:
  - CNAME: live-sitename.pantheonsite.io



SSL Config & Setup

- Most hosts and DNS providers offers SSLs, plus some specific companies like DigiCert, Comodo, etc.
- Will include install instructions for various platforms.
- Optimal config at cipherli.st.
- Config tester at SSLLabs.com.
- Free basic certs at LetsEncrypt.com.



SEO Considerations

Making a Robot-Friendly Transition

HTTP 301 Response

- Redirects browsers and tells the Internet, “This content has permanently moved.”
- Search engines move link reputation and other ranking from the old URL to the new one.

Redirect Content

- The old “About Us” page was at **`/about.asp`** or **`/info/about`**.
- They should be redirected to the new page, **`/about-us`**.
- Can be done via Drupal Redirect module.
- If the old page does not exist on the new site, don’t just redirect to a random page. 404 page is fine.

Redirect Domains

- A site can often be accessed by drupalcorn.org or www.drupalcorn.org.
- Maybe even drupalcampiowa.org, drupalcorn.com too (not real sites).
- Redirect all to 2018.drupalcorn.org.
- Helps make sure search engines are less confused about duplicate content.
- Keeps links consistent for all visitors.

Redirect to HTTPS

- If the old site was not HTTPS, redirect all traffic from HTTP to HTTPS.
- Don’t redirect just to the home page, redirect to the new page’s site on the HTTPS URL.
- More generally, any request to HTTP could be redirected to HTTPS.
- Optional: Implement HSTS so browsers don’t ever redirect again.
- Resource: LunarMetrics on migrating site to HTTPS (thanks Andy Olson!)

The Big Launch

Final Preparations

- Edit your hosts file to point to the IP or view it on a working test domain. Verify site is looking good.
    - You can still see the old/new site side-by-side.
- Put the TTL on all DNS records as low as 600 seconds.
    - Less time of both old and new being accessed/cached at same time.
    - If previous TTL was 3,600 or 86,400 seconds, wait that long so that DNS caches are updated.

Making The Switch

- Update the DNS records to point to the new host.
- For the length of the TTL time after change, some visitors will see the old site and some the new.
- The site is now live.

Post-Launch Testing

- Check on various networks that the website looks like it moved.
- Verify DNS Propagation: whatsmydns.net
- Verify SSL Configuration: ssllabs.com
- Verify redirects in place and working.
- After verifying, increase TTL to a higher amount.
- ***Congratulations!***

Thank You

Any Questions?