glopal

DNS Settings

User instructions (v2.0)

glopal

1. How to set up your custom domains? General information

This content is aimed to help you configure your custom domain names for cross border business.

We'll show you how to configure a domain name (that you own) so that it points to the localized (translated) versions of your store created by Glopal. This way customers typing in their browsers the address you choose will see the proper localized version of the site.

This "mapping" is done through adjusting the DNS (Domain Name System) configuration of your domain.

Choosing the localized URLs format

You have 2 main options when it comes to choosing how your custom domains will be set up:

1. As subdomains (e.g. https://de.example.com)

2. As a top-level domain (e.g. https://www.example.de)

Most common and recommended setup is to choose subdomains (option 1) re-using your existing domestic store domain. For example, if your store is on https://www.example.com, localized sites may appear as subdomains like https://xx.example.com. You won't need to purchase any new domain for this setup.

Not so frequently used is a third option to combine both formats. In such case, you could use a new top-level domain for one localized site (e.g. `https://www.example.de`) and subdomains for all other ones (e.g. `https://xx.example.com`) when the domestic store is `https://www.example.com`

All localized sites on custom domains will benefit from domain-validated SSL certificate

You only need to add a CNAME record provided by Glopal that will allow Glopal to automatically issue certificates to secure connection to your localized sites.

Recommendations

- Choosing localized subdomains (option 1) is the easiest, cheapest and requires the least effort. You will only have to add 3 DNS records to your existing domain and you don't need to buy new domains.

  - Please note that if you plan to advertise your localized subdomains on Google Shopping, Glopal needs to claim your domains into its own Google Merchant Center. For example, to run a Google shopping campaign on https://xx.example.com subdomain, Glopal needs to claim example.com domain. Therefore, if your domestic store's URL operates on a bare top-level domain (without `www` like https://example.com or any other subdomain prefix) that you already claimed in your Google Merchant Center, you won't be able to also use localized subdomains to run Google Shopping campaigns with Glopal. Only solution for you would be to unclaim your baretop-level domain from your Google Merchant Center and claim subdomain instead (https:///www.example.com). Please consult your Glopal Account Manager if in doubt.

- If your domestic store uses a country code top-level domain (so something like `https://www.example.fr`) we recommend buying and configuring a new domain to use for subdomains. Otherwise, you may get a site with an address like `https://de.example.fr` which might confuse the user.

- If you already have a format you use for international purposes - stay consistent!

The full process has been described and broken down for your convenience into a series of articles (full list below):

- Requirements

2. How to set up your custom domains? - Requirements

Before we go deeper into the process of setting up custom domains and subdomains, please make sure you comply with the requirements listed below.

1. **Identify your domain provider* for each domain**
   - Domains and related DNS records are often managed through your hosting provider
   - You should ask your IT team or check invoices
   - If you are not able to identify a domain provider use an official domain lookup site https://lookup.icann.org   It will give you the name of the registrar of your domain name(s) and your current domain provider in the nameservers section.

2. **Get access to your DNS configuration panel**
   You might need to access several different configuration panels if you are using multiple providers for multiple domains.

   We will ask you to add a few DNS records to enable localized domains and subdomains of your choice. The process is pretty straightforward and we will provide detailed instructions, however if you don't feel comfortable doing that, please forward the instructions to a qualified person in your IT team.

   In case you own a domain from one of below providers, we suggest reading their dedicated user guides about how to manage DNS records.

- [1&1 IONOS](#)

- 123 Reg

- Blacknight Solutions

- Bluehost

- Domain.com

- Enom

- GoDaddy

- Google Domains

- HostGator

- Namecheap

- Network Solutions

- OVHcloud

- Register

domain provider - the company that manages the reservation of your Internet domain names (ie. GoDaddy, Domain.com, NameCheap.com, Bluehost.com, Gandi.net etc.)

3. How to set up custom domains? Process overview

Below you will find the steps to be completed during the process of setting up your custom domains/subdomains.

1. **Contact your dedicated Glopal Account Manager to confirm you are ready to proceed with the DNS configuration.**

   You will need to provide us with a list of domain and/or subdomain names you

would like to use.

2. **We will send you personalized instructions required for you to proceed and create specific records to be added to your DNS configuration.**

3. **Follow Glopal's instructions on how to configure your DNS records.**

   NOTE: Instructions will differ depending on the chosen option - instructions for domains or instructions for subdomains.

4. **Notify your dedicated Account Manager once the setup has been completed.**

   We will verify if everything is correct and finalize the configuration on our side. It won't be long until your custom localized domains are live!

Issues or questions?

If you are lost or facing an issue, Glopal's Support team is here to help.

The only thing we cannot do for you is we can't retrieve your credentials to access your Hosting or Registrar portal(s). If you have those, the Support team will offer a screen sharing session to sort issues and finalize the configuration.

4a. How to set up custom domains? Instructions for subdomains

You decided to set up localized subdomains for your existing domain.

Please follow all instructions listed below in one go and notify your Glopal Account Manager once you're done.

1 - Add a TXT record

Before Glopal is able to serve localized versions of your store on a given domain, we need to prove that you (the domain owner) have authorized us to do so. This is also a must-have to run Google Shopping campaigns on the chosen domain.

This is done by adding a specific `TXT` record to your domain's DNS configuration. You will receive a personalized `TXT` record from your Glopal Account Manager and it will look like this:

`google-site-verification=UNIQUE-ID-EXAMPLE`

*You need to log in to your DNS configuration panel and simply **add a new `TXT` record at the root level** of your domain. It may look like this:*

Type	Host	Value	TTL
TXT	@	google-site-verification=UNIQUE-ID-EXAMPLE	3600

The `@` symbol is simply a placeholder that translates to "current domain at root level" ("bare" form, so without `www` or any other subdomains.)

`TTL` (Time To Live) is a configuration setting that tells other DNS servers for how long they should cache this value. It is recommended to set it to 1 hour (3600 seconds). Do not set it to a larger value - if you make a mistake it will be hard to get the corrected value propagated in the DNS system.

*Please note that you may already have some existing `TXT` records - **do not remove them!** Simply add a new record as listed above and leave everything else as-is. Some providers will allow you to add multiple TXT records, while others would expect only one TXT record with all values added to this one record, as multiple lines.*

2 - Add CNAME record(s) to redirect the subdomains to our servers

Once we have the permission to use your domain, it's time to point the subdomains to our servers so that we can serve localized versions of your store.To achieve this, you need to configure an alias for your subdomains using a `CNAME` _record._

a) wildcard record - RECOMMENDED

The easiest thing to do is to setup a wildcard record (`*.example.com`_), this way all of the subdomains will be redirected._

Type	Host	Value	TTL
CNAME	*	app-example-uniqueID.glopalstore.com	3600

In some DNS panels (e.g. BigCommerce) you have to use the full form in the "Host" field (`*.example.com` _instead of just_ `*`_)._

A wildcard record is always overridden by any explicitly configured subdomain, so your existing, already configured subdomains (like `www.example.com`_) will still work._

NOTE1: _Please verify that you don't have existing CNAME, A or AAAA records for subdomains you want to launch with Glopal. If this is the case, please make sure to remove the previous records and add the new CNAME records for Glopal instead. Otherwise, adding a wildcard record will have no effect and visitors will go to the previous destination._

NOTE2: _Most providers only allow one wildcard record per domain. However, it may happen that 2 wildcard records are configured on a given domain. In such a situation, some conflicts may appear and only your IT team can decide how to best solve this issue._

b) per-country record

If you don't want to use a wildcard record, you still have the option to list all of the subdomains manually, but this will require you to add over 100 `CNAME` _records to cover all_

countries, so it's not recommended. There is no difference for Glopal, however, so the choice is always yours. In such case, the configuration should look like that:

Type	Host	Value	TTL
CNAME	de	app-example-uniqueID.glopalstore.com	3600
CNAME	fr	app-example-uniqueID.glopalstore.com	3600
CNAME	it	app-example-uniqueID.glopalstore.com	3600
CNAME	es	app-example-uniqueID.glopalstore.com	3600
....	....	.....	....

In some DNS panels (e.g. BigCommerce) you have to use the full form in the "Host" field (`de.example.com` instead of just `de`).

Per-country configuration is also the only option in rare cases when your domain provider does not support wildcard records.

NOTE1: *Please verify that you don't have existing CNAME, A or AAAA records for subdomains you want to launch with Glopal. If this is the case, please make sure to remove the previous records and add the new CNAME records for Glopal instead. Otherwise, visitors may randomly go to your glopal localized sites or to the previous destination.*

NOTE2: *If you are using some other subdomains already and you want to keep them, you should simply NOT remove the corresponding `CNAME` records. For example, you may already have a record like this:*

Type	Host	Value	TTL
CNAME	www	@	3600

This means that `www.example.com` is an alias to `example.com` (`@` means "root level domain"). You want to keep it to make sure the `www` URL still works.

3 - Add a CNAME record to set up domain-validated SSL certificate

All localized sites on custom domains will also benefit from a domain-validated SSL certificate. To set this up, you will need to configure another `CNAME` record.

Your Glopal account manager will provide you with the `CNAME` record to configure.

In such case, the configuration should look like that

Type	Host	Value	TTL
CNAME	_uniqueID	Unique ID.acm-validations.aws	3600

4 - Let us know

Once done, notify your Glopal Account Manager. It can take up to 24-48 hours for the DNS changes to fully propagate worldwide, but usually it's much quicker. Once we verify the DNS configuration is correct, we will finalize the setup and make your custom URLs live. Congratulations!

4b. How to set up custom domains? Instructions for regular domains

You decided to buy a new domain for each localized URL of your store.

Please follow all instructions listed below in one go and notify your Glopal Account Manager once you're done.

NOTE: *This guide explains how to configure localized versions of your store for top-level domains. For example you want to have* `www.example.de` *for German version,* `www.example.fr` *for French version, etc.*

If you prefer, you can always buy a single "international" domain (which can be anything you like, e.g. `example-international.com`, `example.global`, *etc). We are able to then configure all localized subdomains under this single "international" domain (e.g.* `de.example.global`, `fr.example.global`, *etc).*

If this is what you would actually like more, please refer to the 4a. How to set up custom domains? Instructions for subdomains *article and also complete all the steps.*

Otherwise, please continue with this guide and follow the steps below to configure the custom domains at top level.

1 - Add a TXT record

Before Glopal is able to serve localized versions of your store on a given domain, we need to prove that you (the domain owner) have authorized us to do so. This is also a must-have to run Google Shopping campaigns on the chosen domain.

This is done by adding a specific `TXT` *record to your domain's DNS configuration. You will receive a personalized* `TXT` *record from your Glopal Account Manager and it will look like this:*

google-site-verification=UNIQUE-ID-EXAMPLE

You need to log in to your DNS configuration panel and simply add a new `TXT` *record at the root level of your domain. It may look like this:*

Type	*Host*	*Value*	*TTL*

TXT	@	google-site-verification=UNIQUE-ID-EXAMPLE	3600

The `@` symbol is simply a placeholder that translates to "current domain at root level" ("bare" form, so without `www.` or any other subdomains. `TTL` (Time To Live) is a configuration setting that tells other DNS servers for how long they should cache this value. It is recommended to set it to 1 hour (3600 seconds). Do not set it to a larger value - if you make a mistake it will be hard to get the corrected value propagated in the DNS system.

*Please note you may already have some existing `TXT` records - **do not remove them!** Simply add a new record as listed above and leave everything else as-is. Some providers will allow you to add multiple TXT records, while others would expect only one TXT record with all values added to this one record, as multiple lines.*

*Repeat this step for all of the domains you want to configure. The `TXT` record **will be different** for each domain!*

2 - Configure records to redirect the domain to our servers

Once we have the permission to use your domain, it's time to point it to our servers so that we can serve a localized version of your store. You will only need to add DNS records that will be given to you by your Glopal account manager.

a) If you want to configure localized domains like www.example.fr , www.example.de ...

The configuration could look like this:

Type	Host	Value	TTL
TXT	@	google-site-verification=UNIQUE-ID-EXAMPLE	3600
CNAME	www	app-example-unique.glopalstore.com	3600

CNAME	_unique	_UNIQUE.acm-validations.aws.	3600

b) If you want to configure localized domains like example.fr, example.de ...

Start with removing all of the existing `A` *and* `AAAA` *records. Beware that **this means the domain will no longer serve any content that it currently does**, so make sure you are doing this for newly bought domains that you want to use for localized versions of your store only.*

Keep the other existing DNS records (`CNAME`, `TXT`, `MX`, *etc...)*

The configuration could look like this:

Type	Host	Value	TTL
TXT	@	google-site-verification=UNIQUE-ID-EXAMPLE	3600
A	@	216.239.32.21	3600
A	@	216.239.34.21	3600
A	@	216.239.36.21	3600
A	@	216.239.38.21	3600
AAAA	@	2001:4860:4802:32::15	3600
AAAA	@	2001:4860:4802:34::15	3600
AAAA	@	2001:4860:4802:36::15	3600
AAAA	@	2001:4860:4802:38::15	3600

| CNAME | www | app-example-unique.glopalstore.com | 3600 |
| CNAME | _unique | _UNIQUE.acm-validations.aws. | 3600 |

NOTE: *You can add multiple* `A` *and* `AAAA` *records for any given domain.*

Please repeat this step for all of the domains you would like to set up.

3 - Let us know

Once done, notify your Glopal Account Manager. It can take up to 24-48 hours for the DNS changes to fully propagate worldwide, but usually it's much quicker. Once we verify the DNS configuration is correct, we will finalize the setup and make your custom URLs live. Congratulations!

5. How does the DNS system work? (Setting up custom domains)

If you would like to understand a bit better how the DNS system works and what exactly it is that we are asking you to configure, you've found the right place!

DNS record types used by Glopal

In general, Glopal will only ever ask you to modify one of 4 types of DNS records: `A`, `AAAA`, `TXT` *and* `CNAME`. *That is all we need to authorize and redirect your chosen domain/subdomains to the localized versions of your store.*

There are many other DNS records types (e.g. `MX` *for routing email traffic,* `NS` *to configure which nameservers are authoritative for your DNS zone, etc.). We do not interact with all of these records and we will never ask you to modify or remove any of them.*

What do these records mean?

A record (Address)

This is the basic type of record and it does the main job of translating the domain name (`example.com`) to an IP address (`216.239.32.21`). This lets the user's browser know which server it should contact to get the requested URL.

Example:

Type	Host	Value	TTL
A	@	216.239.32.21	3600

We will usually ask you to set four `A` records instead of just one. This is done for redundancy purposes (in case one of them is down).

The `@` symbol is simply a placeholder that translates to "current domain at root level" ("bare" form, so without "www" or any other subdomains.)

`TTL` (Time To Live) is a configuration setting that tells other DNS servers for how long they should cache this value. It is recommended to set it to 1 hour (3600 seconds). Do not set it to a larger value - if you make a mistake it will be hard to get the corrected value propagated in the DNS system.

AAAA record (Address IPv6)

This is almost exactly the same as `A` record, but using the more recent IPv6 (so instead of IPv4 `216.239.32.21` we have IPv6 `2001:4860:4802:32::15`).

Example:

Type	Host	Value	TTL
AAAA	@	2001:4860:4802:32::15	3600

In this case we are also using four records for redundancy.

CNAME record (Canonical Name)

The `CNAME` is just an alias - it points a subdomain to another domain.

Example:

Type	Host	Value	TTL
CNAME	de	app-example-unique.glopalstore.com	3600

If you add such a record to your `example.com` domain DNS zone, value `de` in the `Host` field will be expanded to `de.example.com` and an alias will be set for this URL.

As `CNAME` entries are aliases, it's not allowed to provide a direct IP address, like in `A` or `AAAA` records.

Another example:

Type	Host	Value	TTL
CNAME	*	app-example-unique.glopalstore.com	3600

In this example a wildcard `*` is used. This means ALL subdomains (`*.example.com`) will be redirected, unless explicitly configured otherwise (with another explicit `CNAME` record, like in the first example). Explicitly configured subdomains take precedence over a wildcard, so if you already have some subdomains configured (e.g. `www` which is a regular subdomain), it will continue to work even if you add a wildcard record to redirect all the other subdomains. The wildcard simply works as a fallback in this case.

In rare cases the DNS provider may not support wildcard records, which means all of the subdomains have to be individually configured.

Usually there cannot be duplicated CNAME entries for the same subdomain (e.g. you cannot have 2 `CNAME` records for `de.example.com`). If a subdomain is already aliased, you need to change it if you want to point the subdomain to Glopal localized version of your store.

TXT record

These are just arbitrary text records used to provide any type of information to 3rd parties. We are using it to prove to Google control of the domain for hosting international sites and running localized Google Shopping campaigns..

Example:

Type	*Host*	*Value*	*TTL*
TXT	*@*	*google-site-verification=UNIQUE-ID-EXAMPLE*	*3600*

This record should always be added at the domain's root level (identified by @ sign).

We will generate the relevant TXT records for you. Please note that they are unique for each top-level domain.