

Creating a subdomain for your real estate website is an exciting opportunity to gain momentum and make your mark in a digital space. Using Paradym, you can populate your new subdomain automatically with your brokerage's listings, giving you all the benefits of **Search Engine Optimization**. With your listings pointing directly to your site (instead of *paradym.com*), you will build authority and improve your online presence.

## More Links = Better Search Engine Rankings!

## **How Does it Work?**

It's easy. Set up a subdomain for your website and instead of using links that point to Paradym, you can use your own website name.

https://view.paradym.com/3607043

https://**tours.myrealestatesite.com**/3607043

Default subdomain.

Updated subdomain.

If you need any assistance setting up your subdomain, we're here to help. Reach out to our Manager of Technical Services directly:

Rick Moss Manager of Technical Services 800-873-0700 x 1310 <u>rmoss@paradym.com</u>







## How to Set Up A Subdomain using GoDaddy

The exact process may vary depending on which company you used to register your website. The person who set up your domain is likely to understand these steps, but we're happy to help over a phone call as well. This simple process typically only takes a few minutes.

1. Login to your account at

## GoDaddy.com.

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 From the Domain Manager screen, click the **Three Dots** (ellipsis) next to your domain name, and choose the option to **Manage DNS**.







3. A subdomain is created by adding a **CNAME** record. Click **ADD** at the bottom of the current list of records.

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	MX	0	smtp.secureserver.net (Priority: 0)	1 Hour		1		
	MX	0	mailstore1.secureserver.net (Priority: 10)	1 Hour		1		
	NS	0	na53.domaincontrol.com	1 Hour				
	NS	0	ns54.domaincontrol.com	1 Hour				
	SOA	0	Primary nameserver: ns53.domaincontrol.co	1 Hour				
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ADD ——







5. The Host will be the subdomain name; the name that comes before your main site name. Keep this name short and simple. For this example, we will use "tours." (Other options could include: listings, properties, homes.) The Points to setting is how you tell your site to send links to our site. Set this to view.paradym.com. The TTL setting controls how often updates are sent out (this helps the internet know your new subdomain exists). One hour is a good setting which enables fast changes and updates. Click Save when finished.



6. To **Test** your new subdomain, use the following link, **Replacing** *tours.myrealestate.com* with your domain. If you see a **Paradym icon**, your subdomain is set up properly.



7. Once **Completed**, simply let us know your new subdomain is ready, and we'll take care of the rest.

To learn more about setting up your subdomain, visit: <u>www.paradym.com/blog/ParadymLinkedSubdomain/</u>

