

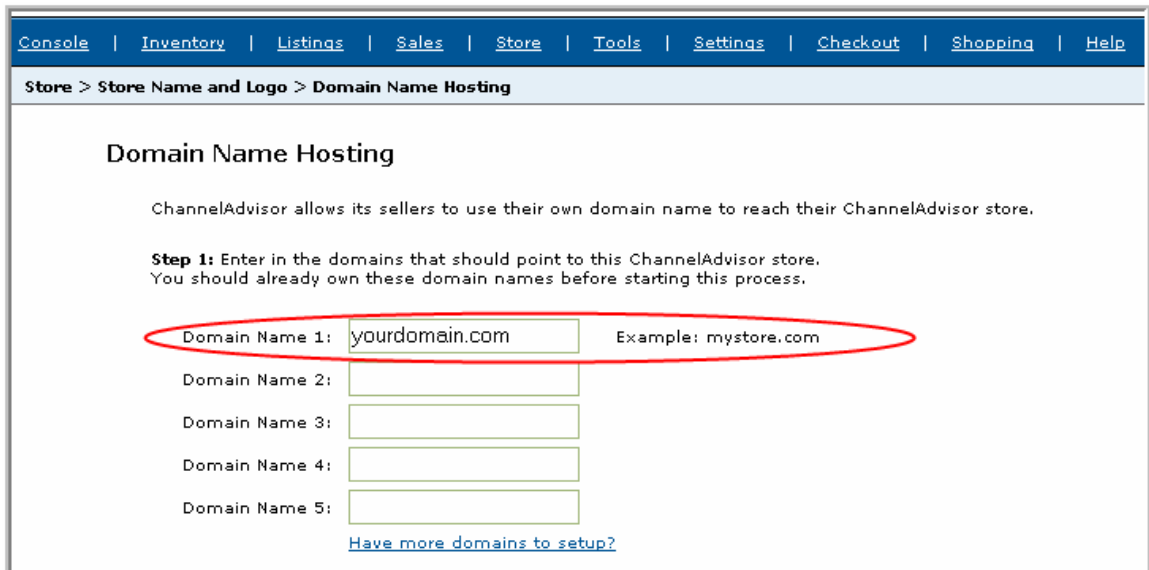
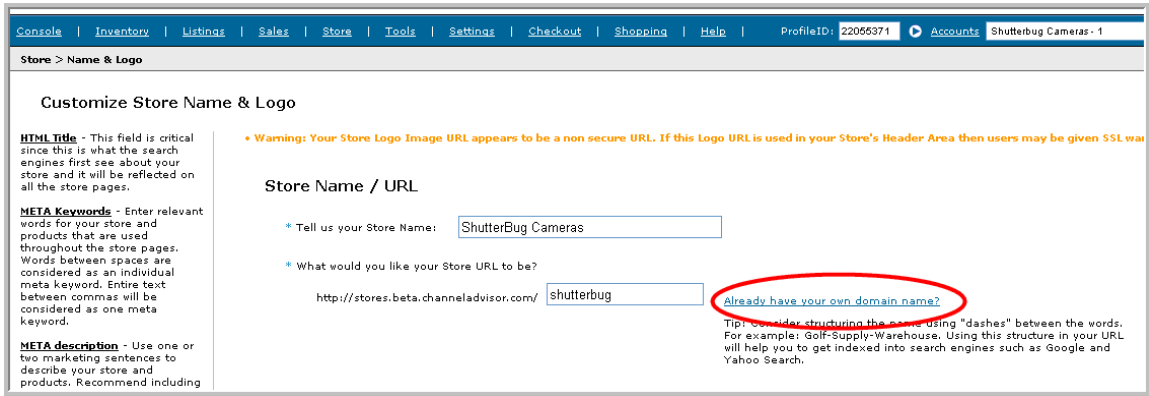
How to Set Up ChannelAdvisor Store Domain Names

The best practice for natural search / search engine optimization (SEO) is to contact your domain name provider (example: godaddy.com) and redirect your domain name (www.mystore.com) to your ChannelAdvisor store.

Basic CNAME redirect set-up

Basic CNAME set-up is for sellers who are using ChannelAdvisor Stores for ALL of their store pages such as home page, and category pages.

Step 1: From Store > Name & Logo, click the link “Already have your own domain name?” to point your domain to your ChannelAdvisor store.



Step 2: Contact your Domain Name Provider to create a CNAME record that looks like this:

yourdomain.com IN CNAME stores.channeladvisor.com

This will direct **yourdomain.com** to your ChannelAdvisor Store.

Step 3: Contact your Domain Name Provider to enable URL masking so that yourdomain.com remains in the URL address box of the browser instead of your customers seeing stores.channeladvisor.com/yourdomain.

Note: some domain name provider will call this URL cloaking or URL hiding which is the same function as URL masking.

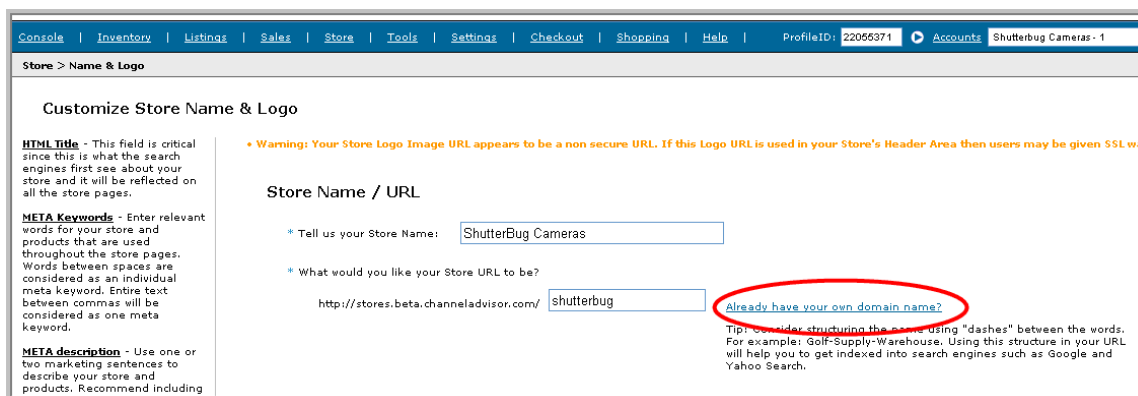
Advanced CNAME redirect set-up

Advance CNAME set-up is for sellers who are using their primary domain name to point to their own hosted home page, category pages, etc.

Example: Your primary domain **yourdomain.com** points to your own hosted home page, category pages, etc.

Your sub-domain **store.yourdomain.com** CNAME redirects to stores.channeladvisor.com

Step 1: From Store > Name & Logo, click the link “Already have your own domain name?” to point your domain to your ChannelAdvisor store.



Console | Inventory | Listings | Sales | Store | Tools | Settings | Checkout | Shopping | Help | ProfileID: 22055371 | Accounts | Shutterbug Cameras - 1

Store > Name & Logo

Customize Store Name & Logo

Warning: Your Store Logo Image URL appears to be a non secure URL. If this Logo URL is used in your Store's Header Area then users may be given SSL wa

HTML Title - This field is critical since this is what the search engines first see about your store and it will be reflected on all the store pages.

META Keywords - Enter relevant words for your store and products that are used throughout the store pages. Words between spaces are considered as an individual meta keyword. Entire text between commas will be considered as one meta keyword.

META description - Use one or two marketing sentences to describe your store and products. Recommend including

Store Name / URL

* Tell us your Store Name:

* What would you like your Store URL to be?
 http://stores.beta.channeladvisor.com/

[Already have your own domain name?](#)

Tip: Consider structuring the store using "dashes" between the words. For example: Golf-Supply-Warehouse. Using this structure in your URL will help you to get indexed into search engines such as Google and Yahoo Search.

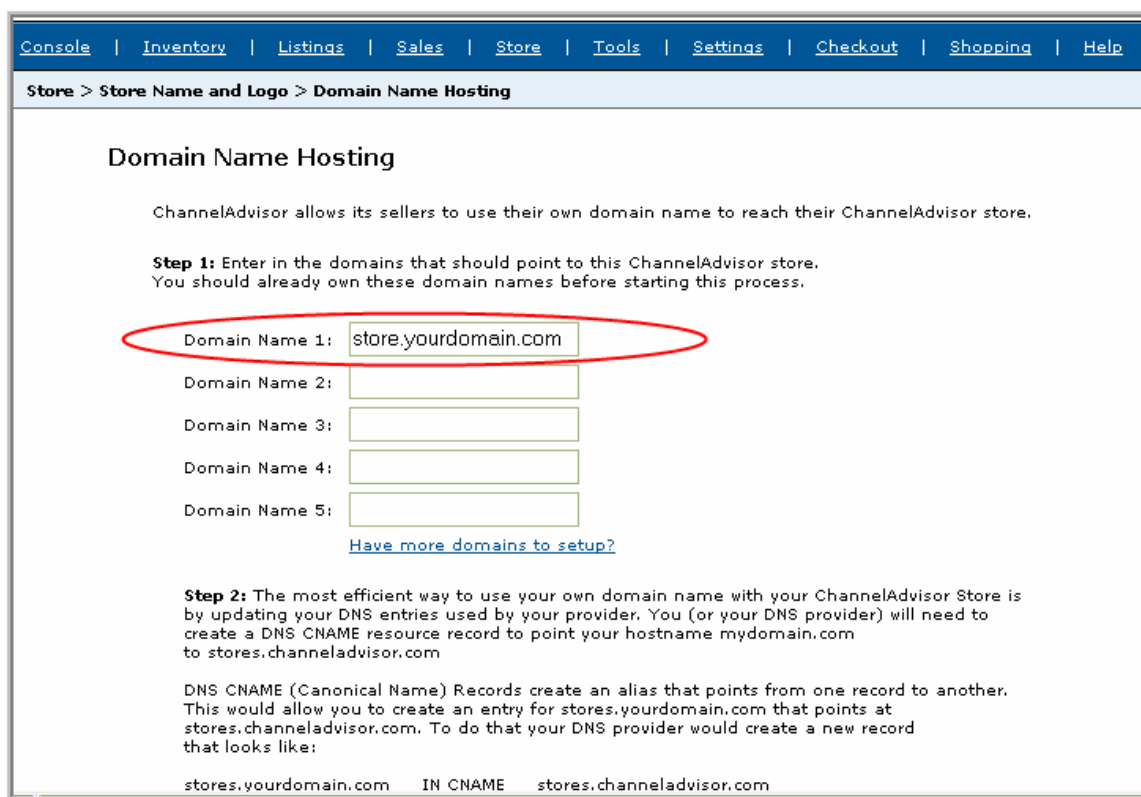
Step 2: Contact your Domain Name Provider to create a CNAME record that looks like this:

store.yourdomain.com IN CNAME stores.channeladvisor.com

This will direct your sub-domain of **store.yourdomain.com** to your ChannelAdvisor Store.

Step 3: Contact your Domain Name Provider to enable URL masking so that your sub-domain **store.yourdomain.com** remains in the URL address box of the browser instead of your customers seeing stores.channeladvisor.com/yourdomain.

Note: some domain name providers will call this URL cloaking or URL hiding which is the same function as URL masking.



Console | Inventory | Listings | Sales | Store | Tools | Settings | Checkout | Shopping | Help

Store > Store Name and Logo > Domain Name Hosting

Domain Name Hosting

ChannelAdvisor allows its sellers to use their own domain name to reach their ChannelAdvisor store.

Step 1: Enter in the domains that should point to this ChannelAdvisor store. You should already own these domain names before starting this process.

Domain Name 1:

Domain Name 2:

Domain Name 3:

Domain Name 4:

Domain Name 5:

[Have more domains to setup?](#)

Step 2: The most efficient way to use your own domain name with your ChannelAdvisor Store is by updating your DNS entries used by your provider. You (or your DNS provider) will need to create a DNS CNAME resource record to point your hostname mydomain.com to stores.channeladvisor.com

DNS CNAME (Canonical Name) Records create an alias that points from one record to another. This would allow you to create an entry for stores.yourdomain.com that points at stores.channeladvisor.com. To do that your DNS provider would create a new record that looks like:

stores.yourdomain.com IN CNAME stores.channeladvisor.com