



Squarespace Domains

Handling the largest Domains migration, ever!



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The Basics



Components of a Domain

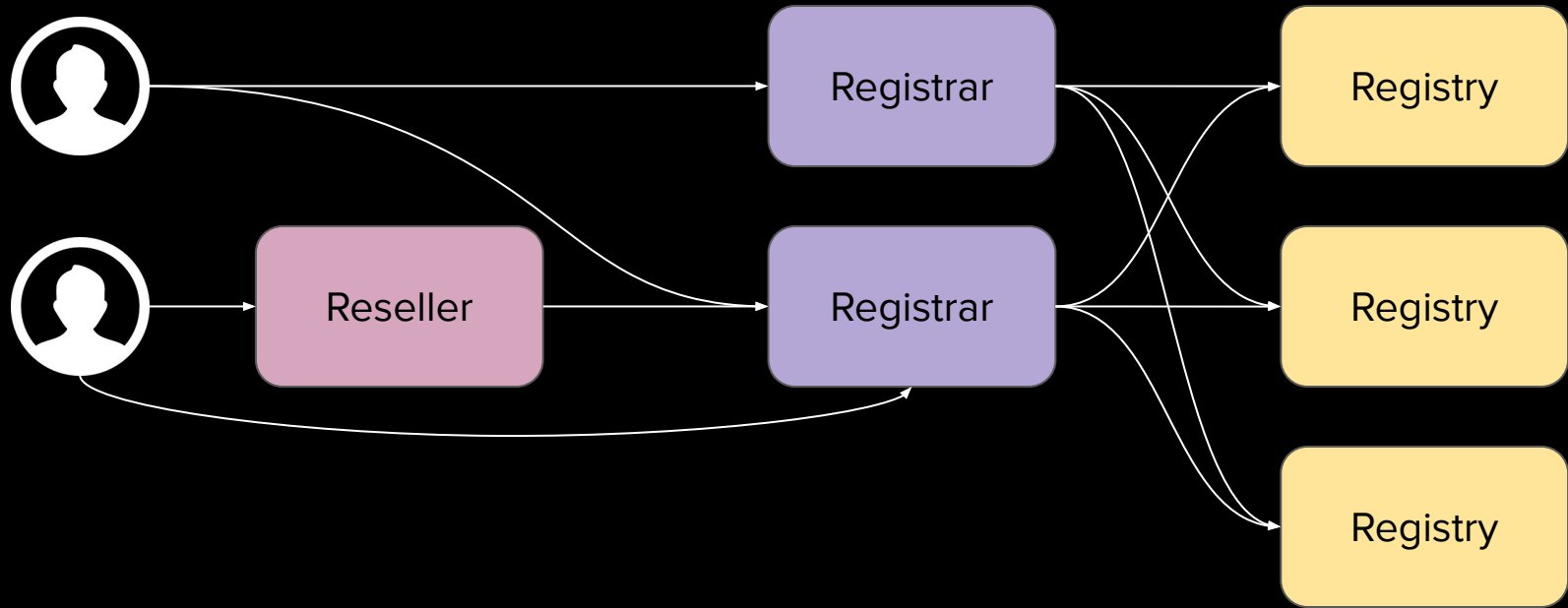
domainsmigration.com

Second Level
Domain (SLD)

Top Level
Domain (TLD)

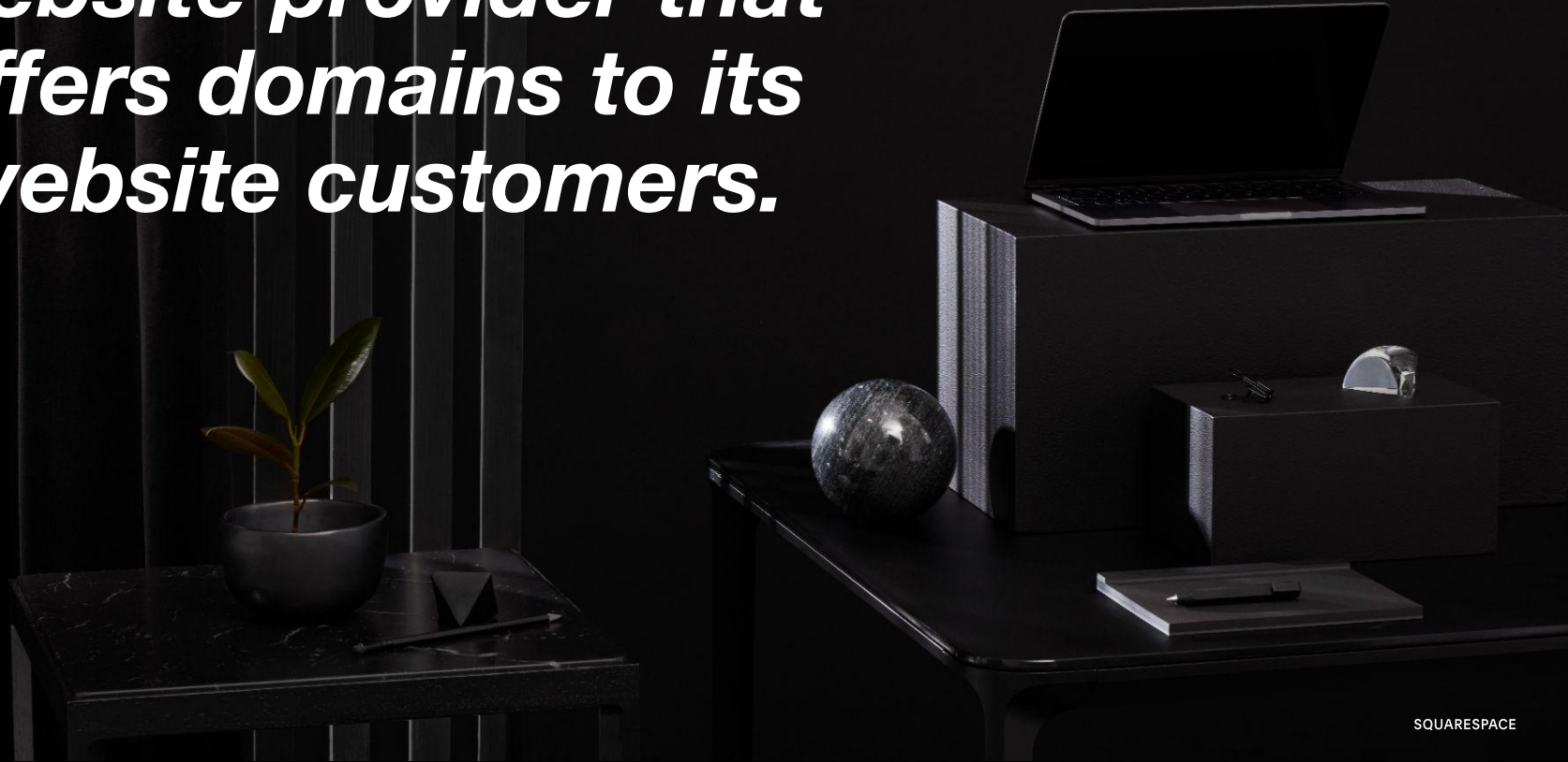


The 4 R's of Domains



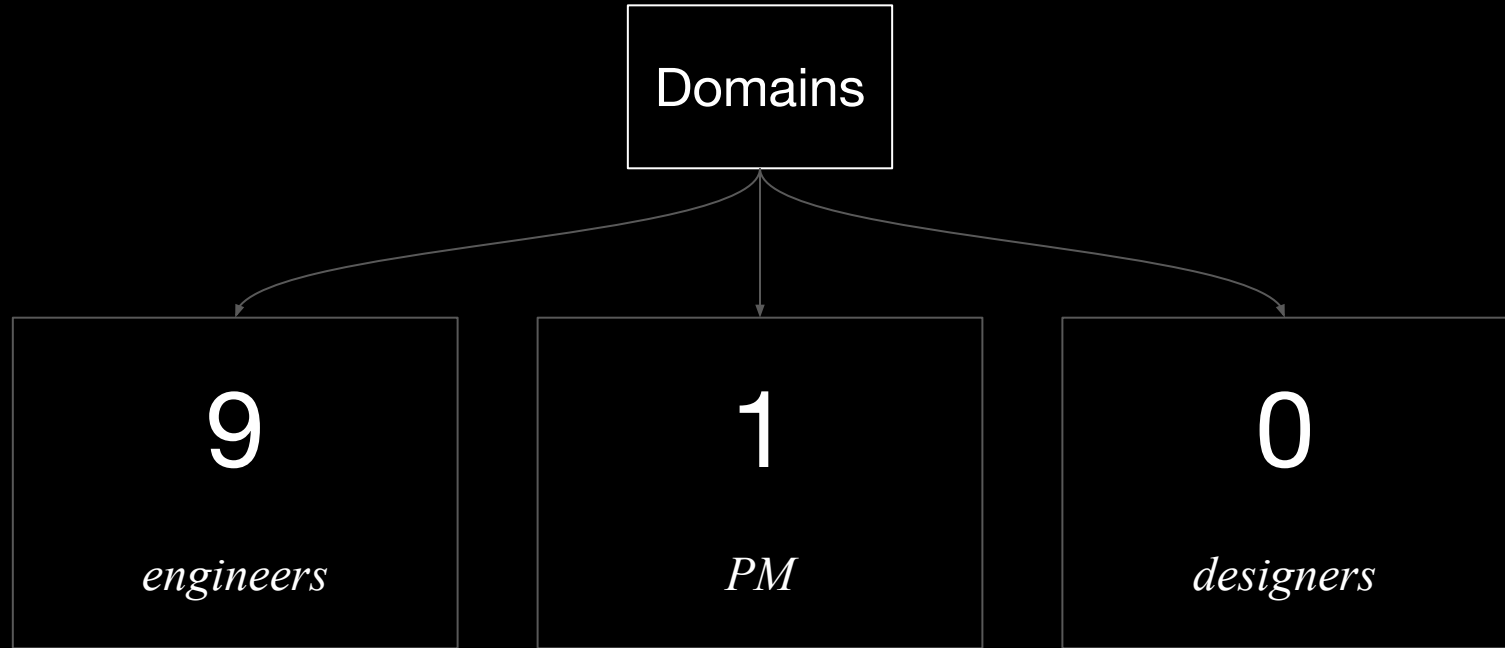


***Website provider that
offers domains to its
website customers.***





The Team





The Announcement

June 2023



GOOGLE / TECH / POLICY

Google sunsets Domains business and shovels it off to Squarespace



Illustration: The Verge

/ If your dot com or other domain is hosted by Google, they're all being sold to Squarespace. That includes 10 million domains, such as those purchased while signing up for Google Workspace subscriptions.

By [Umar Shakir](#), a news writer fond of the electric vehicle lifestyle and things that plug in via USB-C. He spent over 15 years in IT support before joining The Verge.

Jun 16, 2023, 12:22 PM EDT





01 The Domains

4x **9M+**

 Google Domains

3x **1M+**

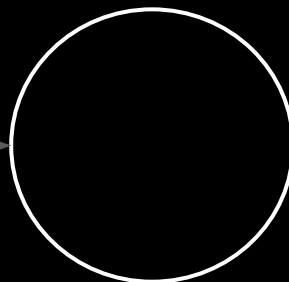
Workspace seats



02 The Reseller Business



Google Domains



Reseller #1



Google Cloud

Reseller #2



03 The Landing Page

Google Domains Home Support [Manage domains](#)

An update on domains

Google no longer offers new domain registrations, but try Squarespace


[Get a new domain from Squarespace](#)

On September 7, 2023 Squarespace acquired all domain registrations and related customer accounts from Google Domains.

Migration is underway for domains and customer accounts, and will continue over the next few months. After your domain has been migrated you'll receive email confirmation from Google, and a separate email from Squarespace Domains with domain management instructions. [Learn more.](#)

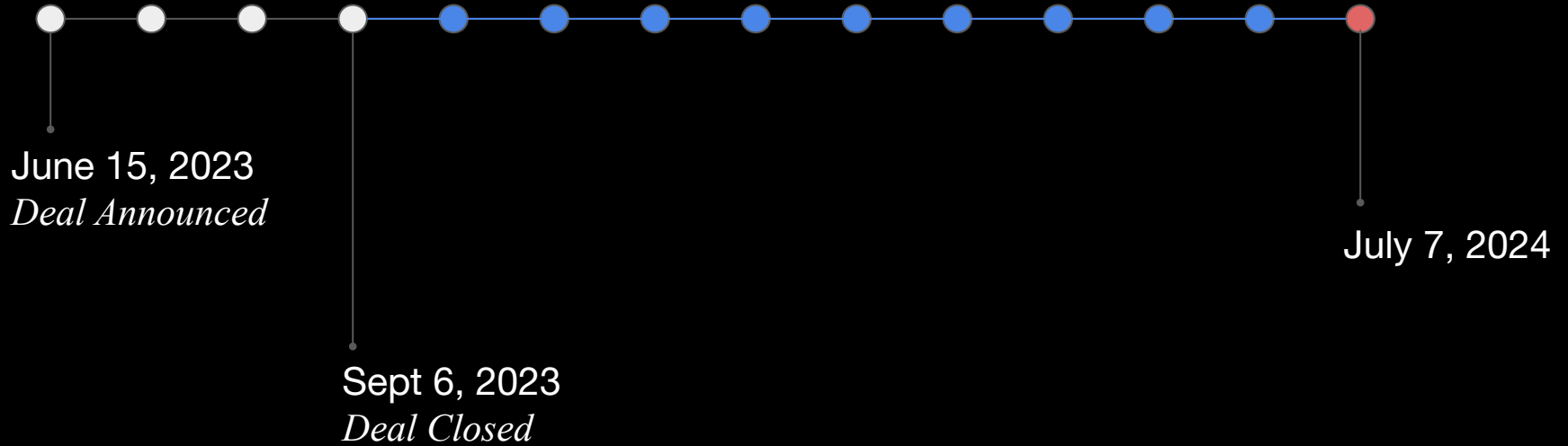
[Already a Google Domains customer? Manage your current domains](#)

This is an affiliate link. If you make a purchase from Squarespace, we may earn a commission.





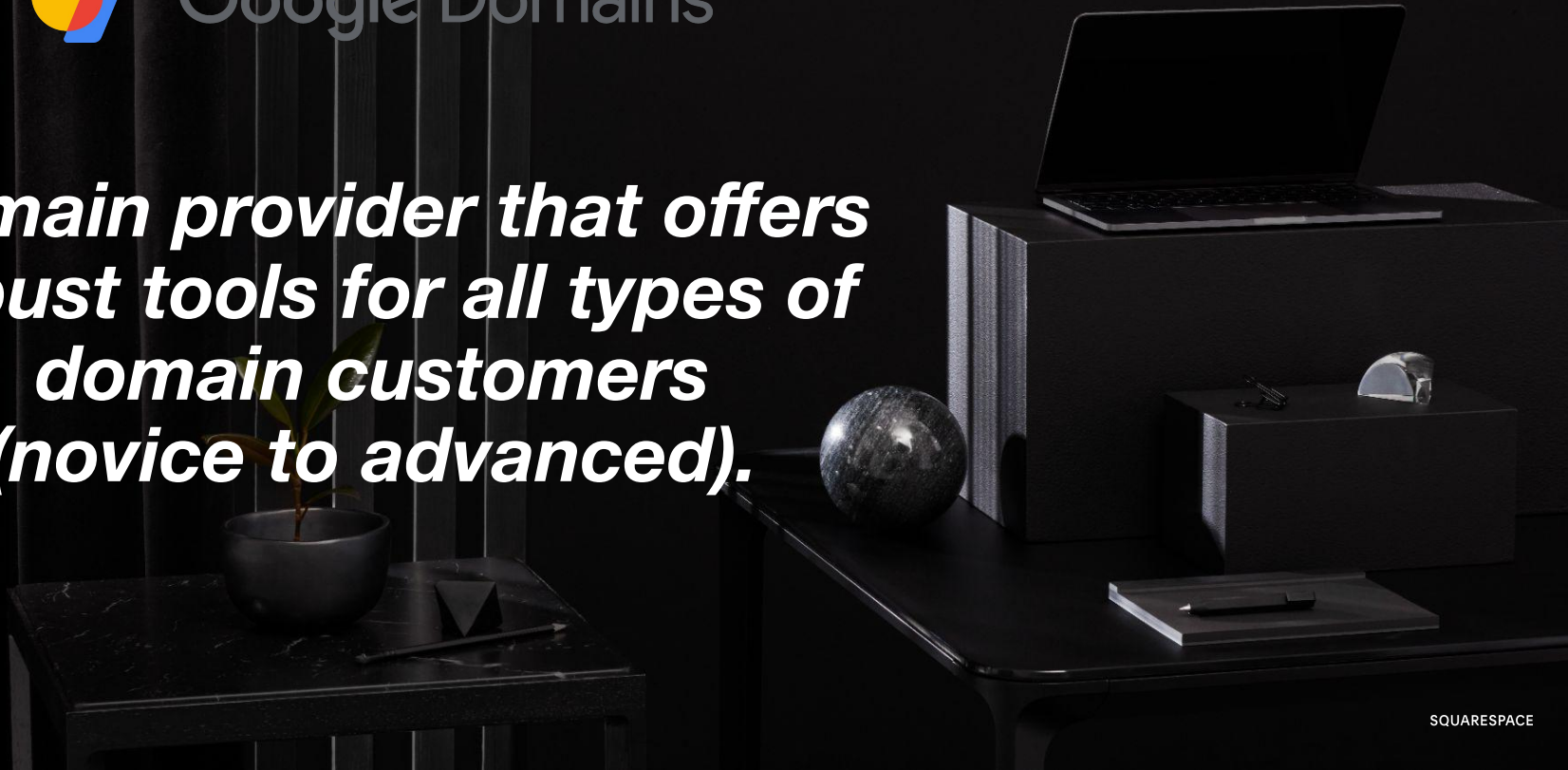
10 Month Timeline





Google Domains

***Domain provider that offers
robust tools for all types of
domain customers
(novice to advanced).***





Websites
Domains provider that offers domains
website
to **multiple types** of customers
and an **API** to resell domains.





From 2 to 360+ TLDs

.blog .fun
.ceo .com .baby
.shop .store .fr
.in .fans .au
.org .net
.de .me .es .mx
.tech .xyz .io .it
.co .de .art .mom
.jp .site



Feature Parity

Domain forwarding

Email forwarding

DNSSEC

Glue records

More DNS record types

Internationalized domain names

Permissions

... and more


Domain Forwarding Rules

Forward your domain or subdomains to another site. [Learn more.](#)

FROM	REDIRECT TYPE	LAST UPDATED
bye.goodbyegoogle.domains	Temporary redirect	Sep 13, 2023
TO	FORWARDING OVER SSL	
domains.squarespace.com	SSL Off	
	PATH FORWARDING	
	Do not forward	



Domain-Centered Product

Dashboard Domains Help Account Settings 

< DOMAINS LIST

Overview

DNS

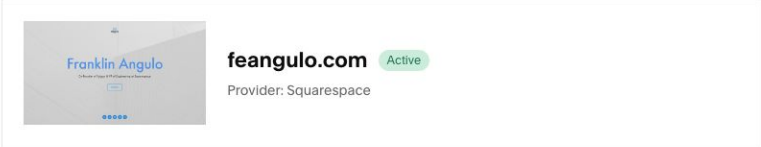
- DNS Settings
- Domain Nameservers
- Nameserver Registration
- DNSSEC

Website

Email

Permissions

Billing



Franklin Angulo
feangulo.com Active
Provider: Squarespace

RENEW ON ?
May 16, 2025 for \$20
 Auto-renew

WHOIS PRIVACY ?
On
 Private Registration

DOMAIN LOCK ?
On
 Lock

Registration Information EDIT

Admin Billing Owner Tech

Franklin Angulo
459 Broadway 5th Floor
New York, NY, 10013

REQUEST TRANSFER CODE MOVE DOMAIN



Migration
Engine

Reseller
API

New
Frontsite

Registrar
Parity

Feature
Parity

New
Domains
Product



Deal Close

September 2023



SQUARESPACE Domains

TRANSFER A DOMAIN

BUILD A WEBSITE

LOG IN

FIND A DOMAIN

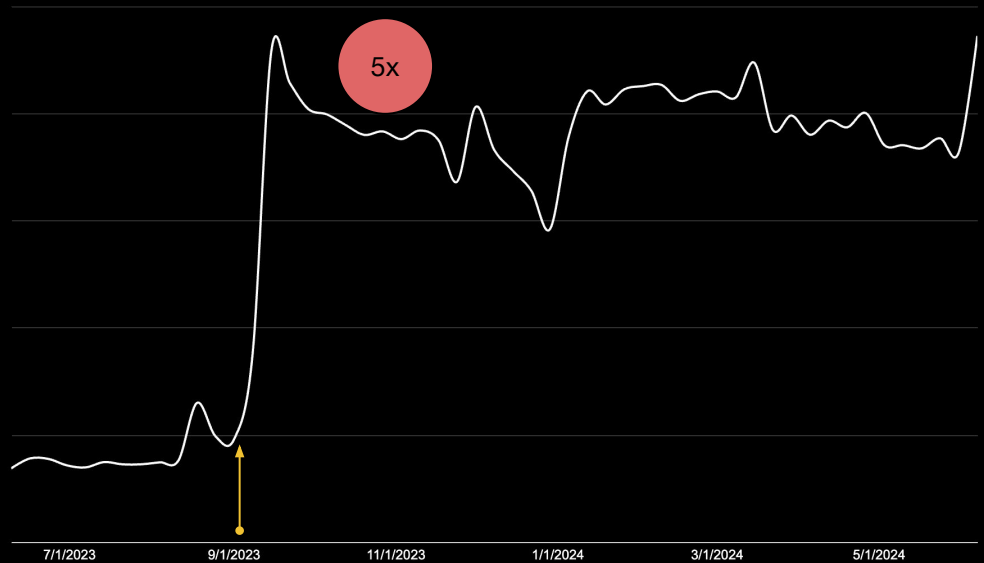
Start your domain name search here

Free WHOIS Privacy, SSL, and Premium DNS included.
Host with us, or any provider of your choice.

Q Start your search here

Domains Frontsite

Frontsite Registration Funnel





The Countdown

300

days

00

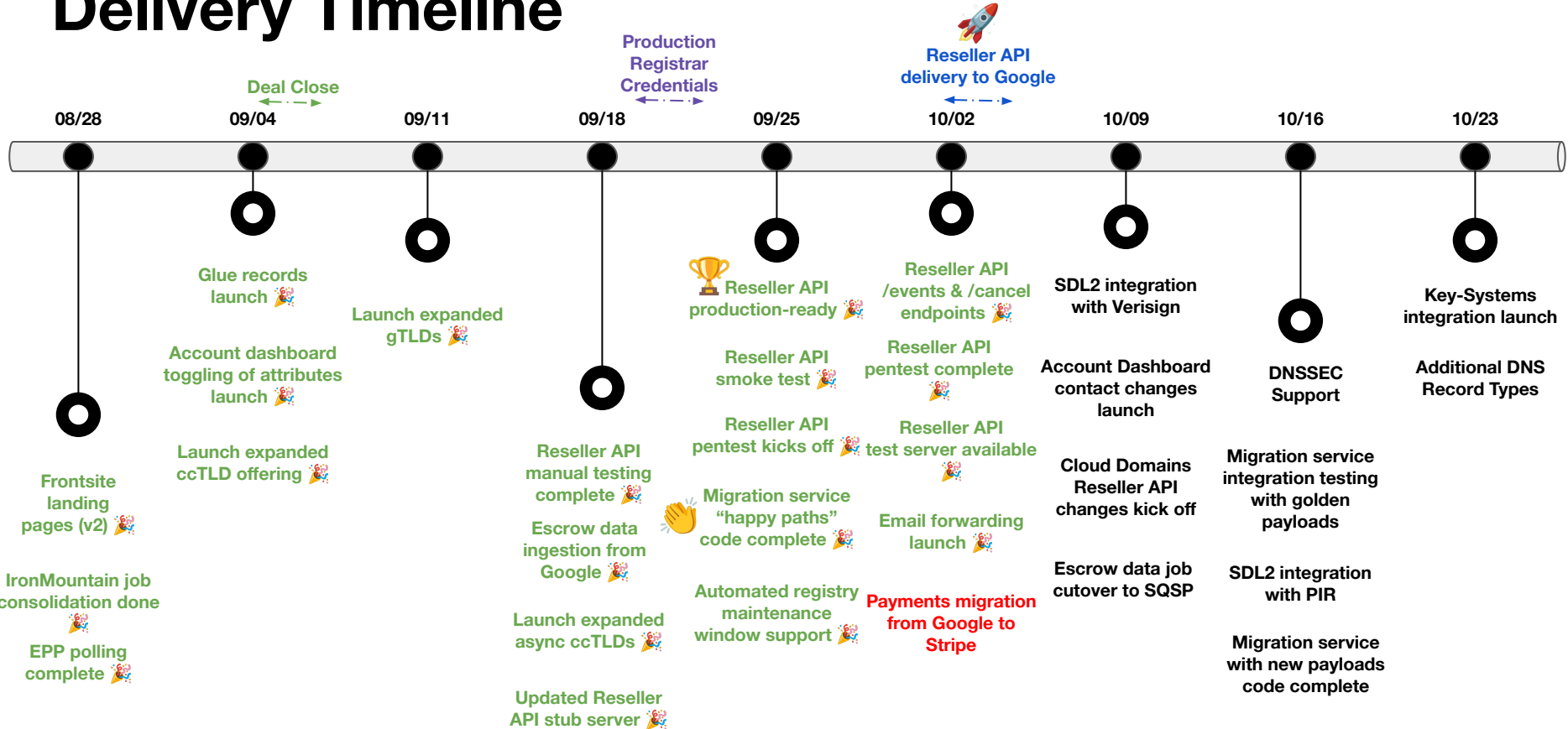
hours

00

minutes



Delivery Timeline



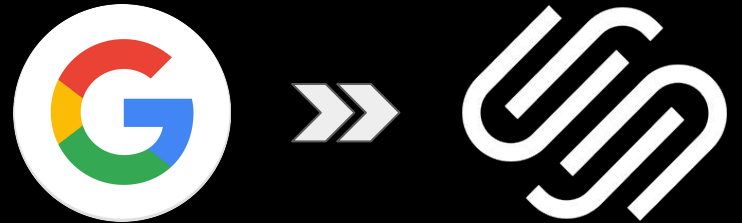


The Migration Engine



Google streamed migration data to Squarespace

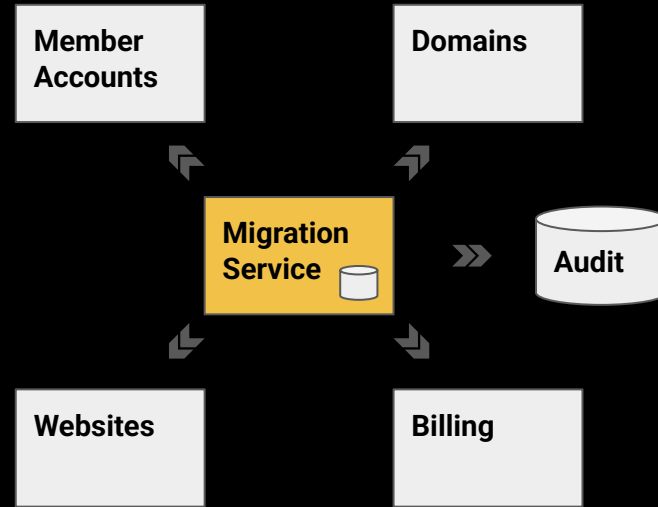
Google streamed individual domains to Squarespace. We built a migration-service that exposes a REST API that Google used.





Integration & Orchestration

Migrating a domain requires data creation and updates across many systems. The migration-service sits in the middle listening for Google Domains and orchestrating between systems.





Changes allowed until the last moment

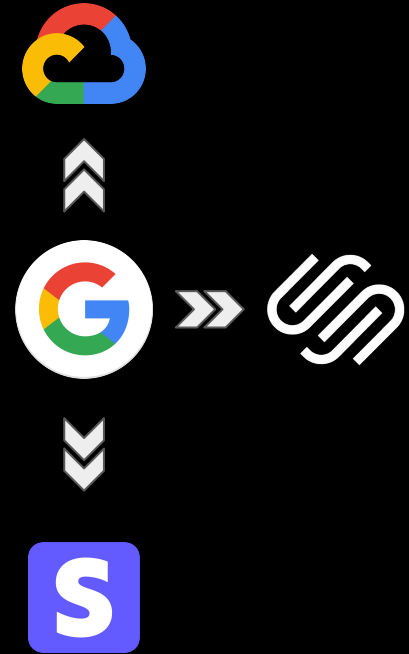
The system was designed to allow customers to update their domain settings even mid migration except for a small window (~10 sec).

```
10 receive()  
20 provision()  
30 on update goto 10  
40 finalize(🔒)
```



Migration beyond the machine

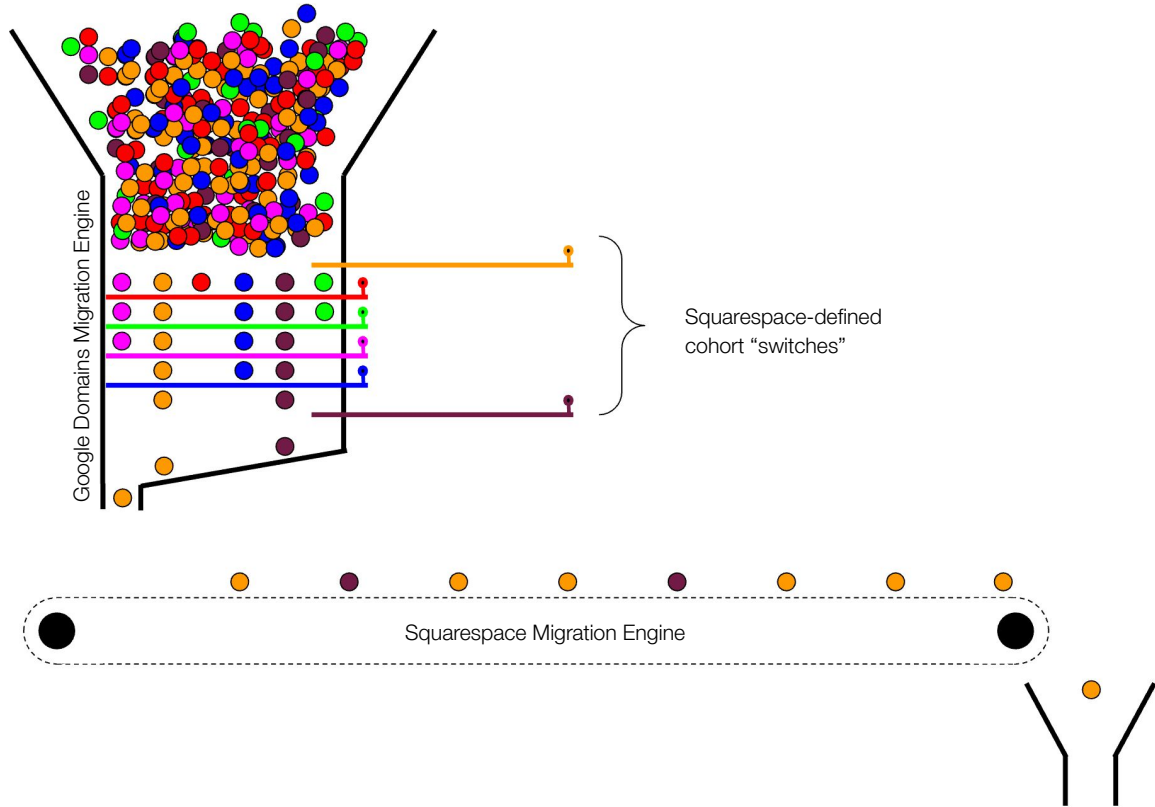
There were additional migration flows
between Google and Squarespace,
Google and Stripe, even Google and
Google (GCP).





Cohorts










Cohorts were a way to align with Google on a progressive migration of the customers we are most confident we are ready for.








Domain Cohorts & Eligibility














TLDs

-  PIR
-  Identity Digital
-  **CentralNic**
-  Google
-  GoDaddy
-  .uk,  .us
-  ccTLDs,  .me

Attributes

-  Multiple Domains
-  **Multiple Payment Methods**
-  **Custom Nameservers**

Features

-  DNSSEC
-  Glue Records
-  **Domain Forwarding**
-  **Email Forwarding**
-  Add'l DNS Record Types ( **SPF**)
-  Google Workspace Intermediary Console
-  Premium Domains
-  Domain Connect
-  PayPal Payment Method
-  Domain Contributors / Permissions
-  Resold Domains
-  IDNs



A Stressful Checkpoint

April 2024



The Countdown

90

days

00

hours

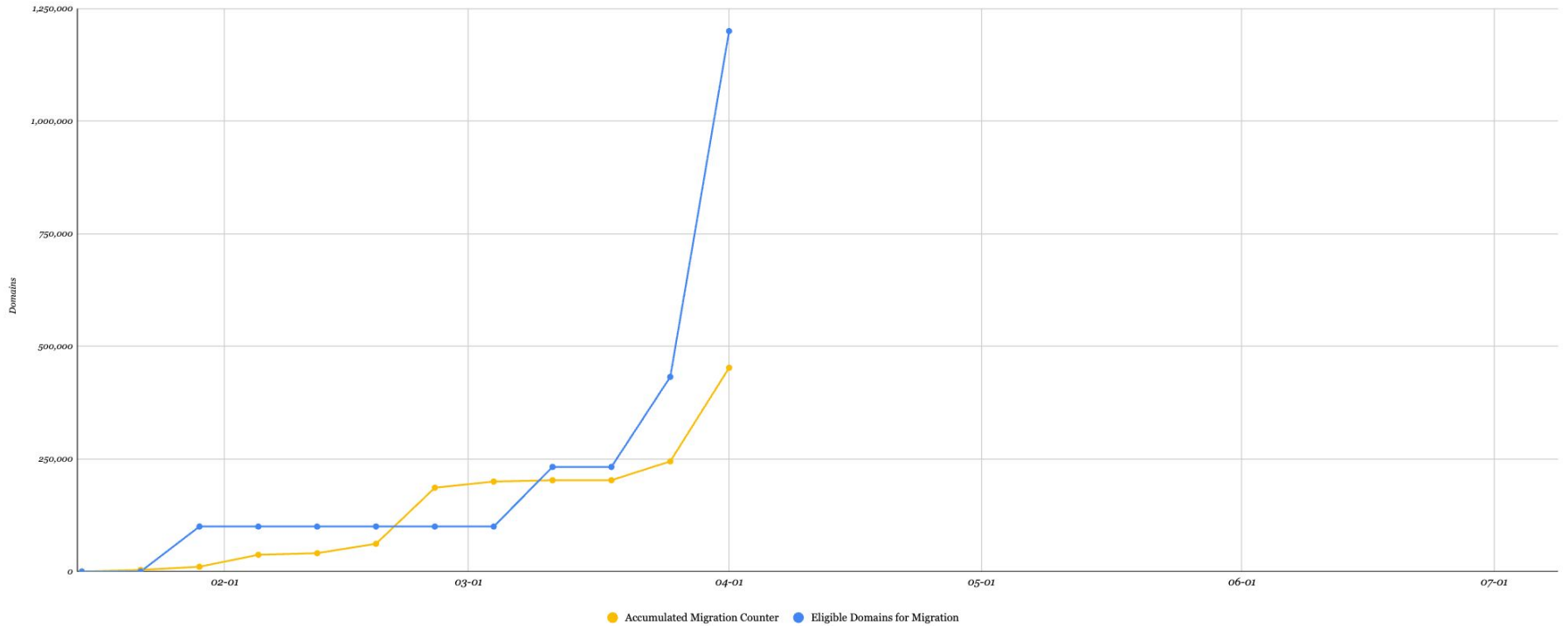
00

minutes



Migration Tracker

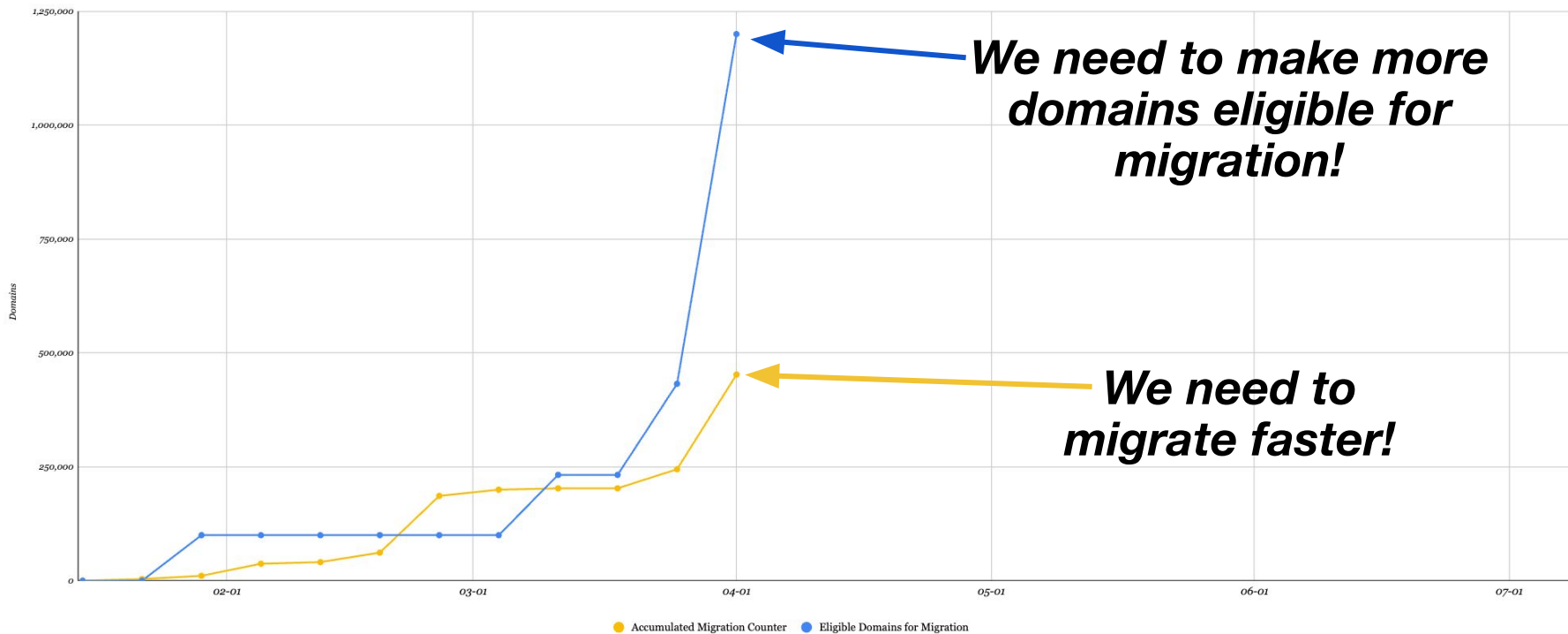
Eligible vs. Migrated





Migration Tracker







Eligible vs. Migrated






















Domain Eligibility (Long-Tail)

Path to ~7MM:

-  Multiple “owners”
-  gTLD / ccTLD Parity
-  Google Workspace attached
-  Resold by Google Workspace
-  Resold by Google Cloud
-  Additional languages

Path to 9MM:

-  No payment information
-  Turkish Lira currency
-  Custom nameservers & >1 DS keys
-  Paypal payment method
-  Indian rupee currency
-  Domain & GW with different payments
-  Expired / deleted
-  Custom nameservers + forwarding
-  Ownerless
-  IDNs
-  Suspended GW subscriptions
-  Abuse locks
-  GW + email forwarding
-  Expiration in <17 days
-  Pending transfer out
-  Dynamic DNS
-  ACME



Throughput (April 3, 2024)

Throughput (per second over 30m window)





Domain Migrations

425K

domains migrated

9MM+

domains to go

Week	Throughput
01/22	200 p/hour
01/29	500 p/hour
02/05	1,080 p/hour
02/12	3,600 p/hour
02/19	5,400 p/hour
02/26	10,800 p/hour
04/03	11,520 p/hour

1 million domains in
~18 hours per day for 5 working days
consuming all domains by **June 3rd (9 weeks)**



Road to 9+ Domains Per Second



*The migration engine
needed to process
much, much faster!*





Avenues to Speed

- **Kafka configuration**
- **Consumer \leftrightarrow partition ratio**
- **Batching database reads and writes**
- **Adding indices to databases where missing**



Throughput (April 25, 2024)

Throughput (per second over 30m window)





Domain Migrations

3.2MM

domains migrated

6MM+

domains to go

**1 million domains in
~10 hours per day for 3 working days
consuming all remaining domains by *May 22nd (3.5 weeks)***

Week	Throughput
01/22	200 p/hour
01/29	500 p/hour
02/05	1,080 p/hour
02/12	3,600 p/hour
02/19	5,400 p/hour
02/26	10,800 p/hour
04/03	11,520 p/hour
04/12	14,400 p/hour
04/22	20,700 p/hour
04/25	32,400 p/hour 🚀



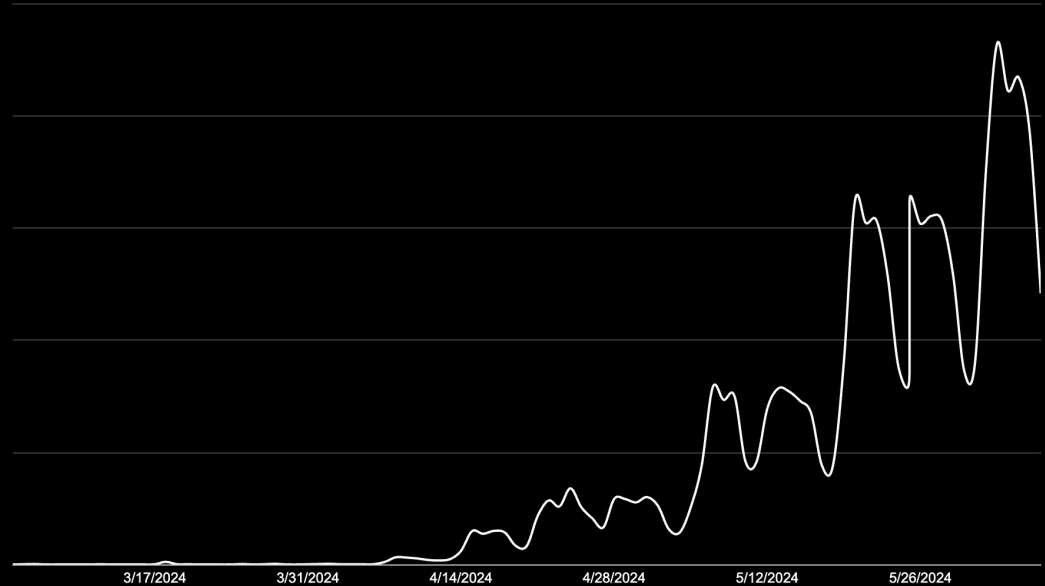
The Reseller API



Reseller API Business

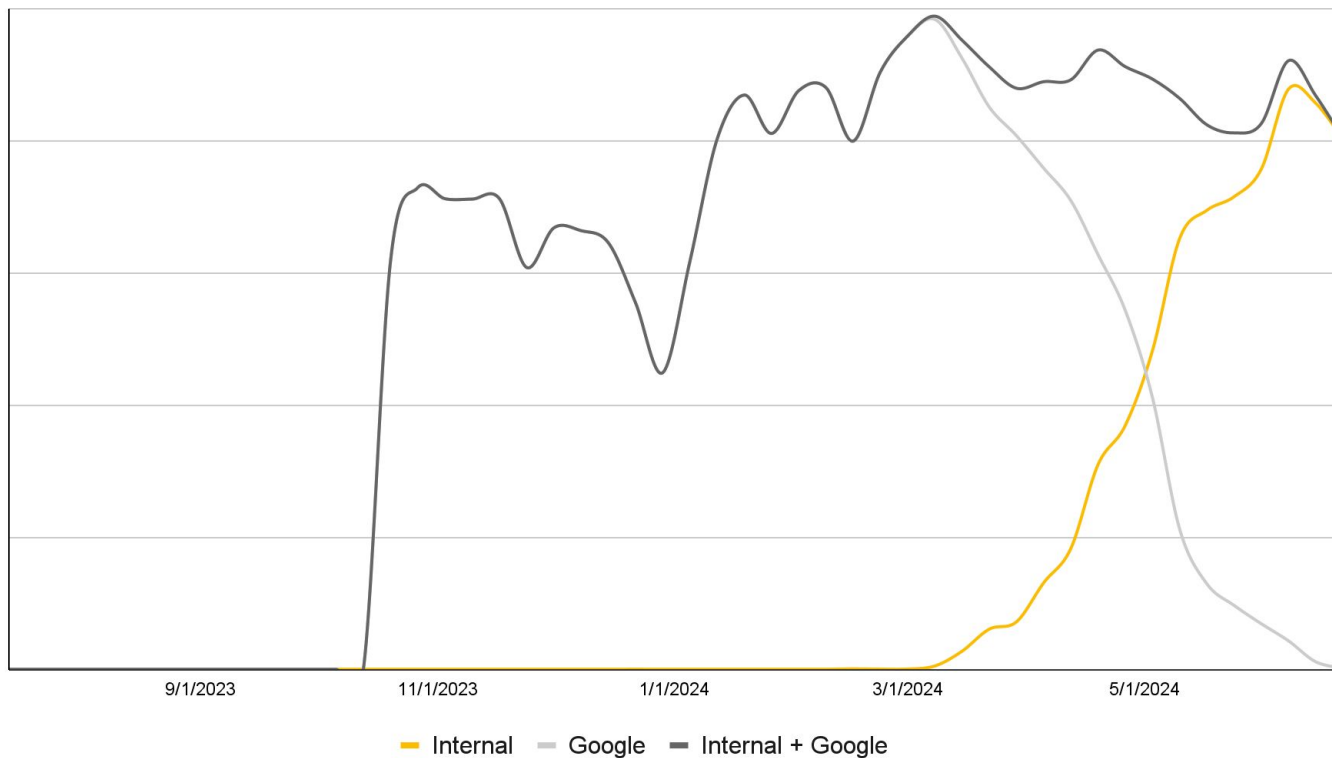
The screenshot shows the Google Workspace domain search page. At the top, the browser address bar displays "workspace.google.com". Below the address bar is the Google Workspace logo. The main heading reads "Let's find a domain name for your business". A sub-heading states: "Search for a domain that reflects your business's name or brand — this professional touch helps you build an online presence." A search input field contains the text "infinityllc" and has a magnifying glass icon on the right. Below the search field, a dropdown menu lists four domain options: "infinityllc.com", "infinityllc.net", "infinityllc.org", and "infinityllc.info".

Daily Resold Domains





Reseller API Traffic Split





Reseller API SLA Scorecard

99.9% Target



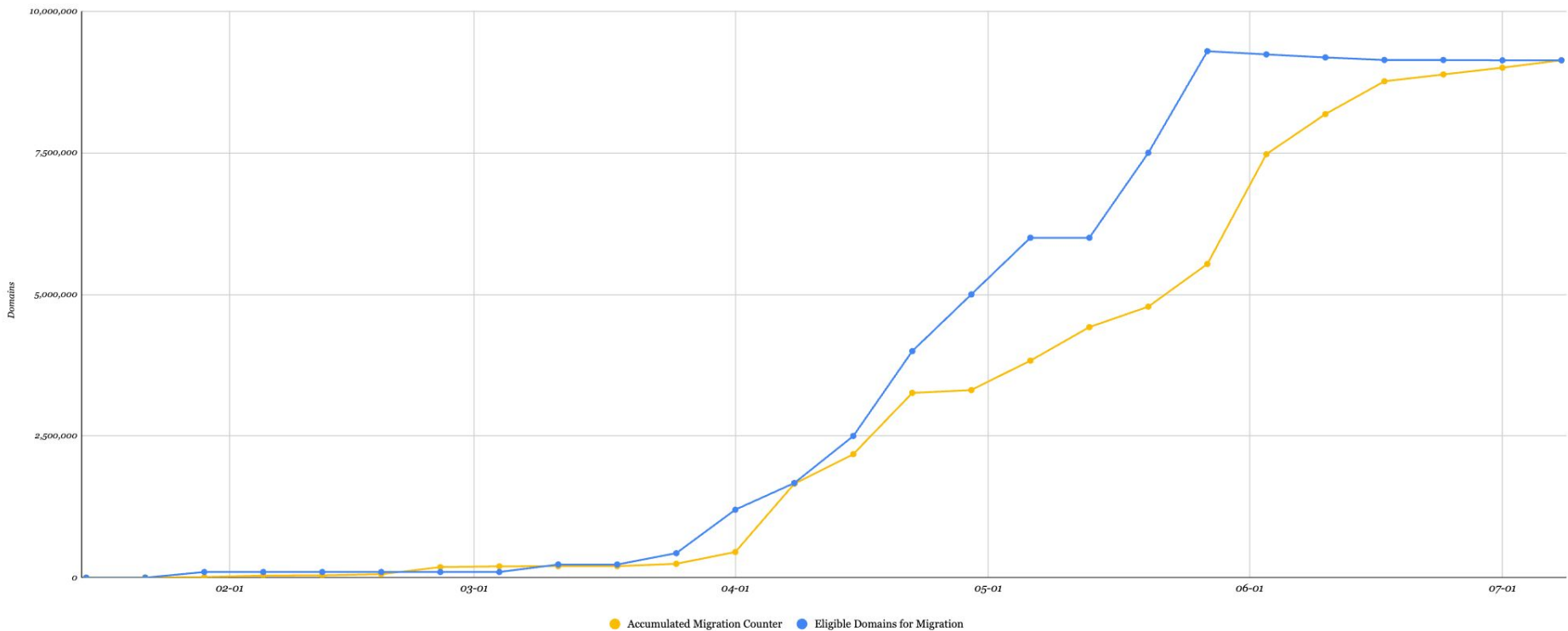


Ten Months Later



Migration Tracker

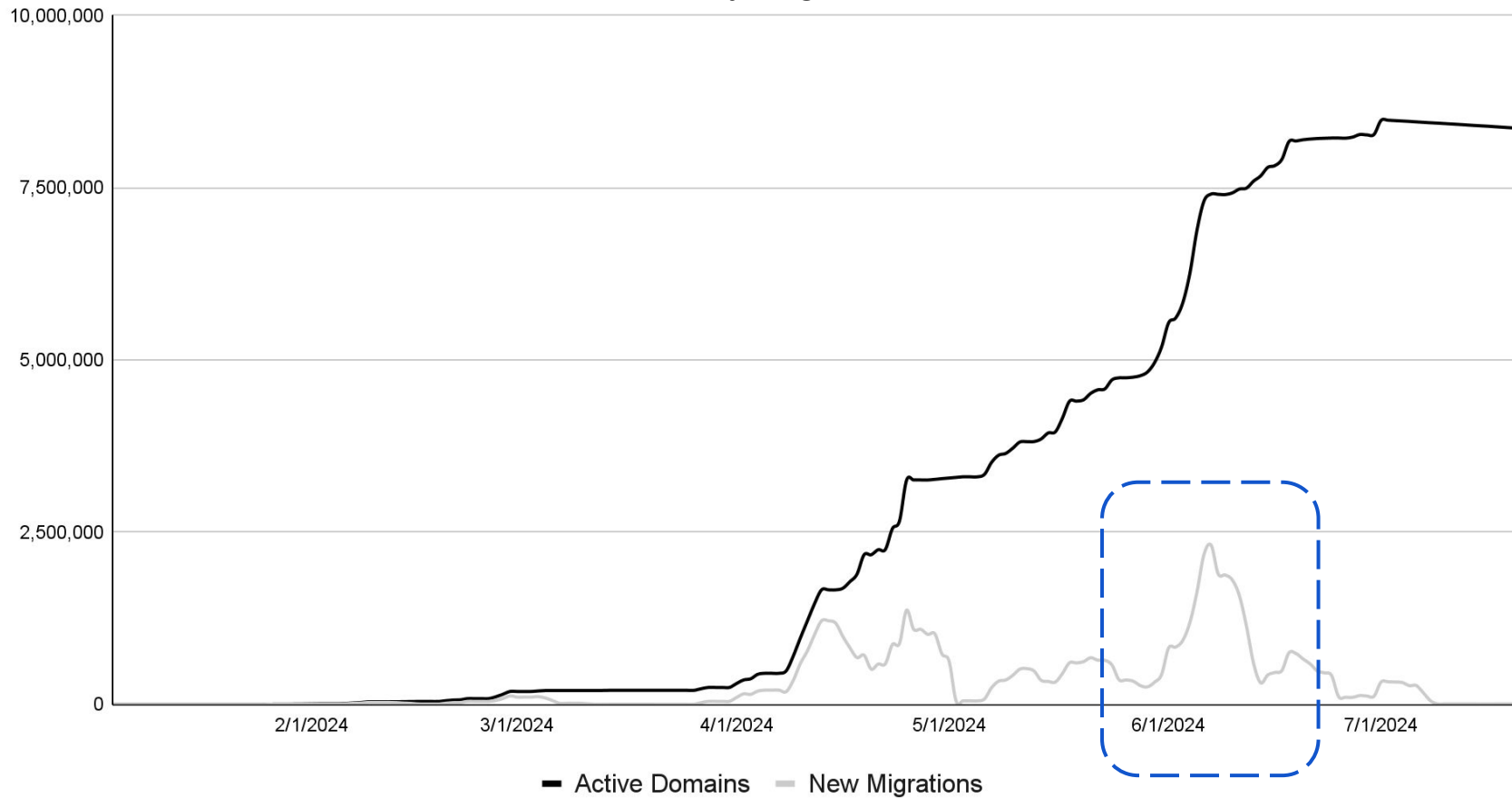
Eligible vs. Migrated





Migration Tracker

New Weekly Migrations





**100%* of domains migrated
successfully!**



9M+

Migrated domains

99.9%

Reseller API SLA

360+

Supported TLDs



Google Domains

Thank you



Google Cloud

Google Workspace