

# The 3-Step Switch Kit: How to Move to .Bank

As a bank, your domain must be secure, reassure your customers, and reinforce your brand. Period.

A public domain (e.g., .com, .net) simply doesn't meet these needs. The secure alternative? **.Bank—a top-level domain exclusive to the banking community.**

If you're considering .Bank, you understand the critical importance of robust domain security. Public domains aren't easily identifiable and don't have security requirements that were crafted by industry experts to address the cyber threats faced by banks. The risks of not making the switch to .Bank—such as financial loss and reputation damage—are significant.

**Transitioning to a .Bank domain can take just a few weeks or less** and shows your bank's commitment to enhancing your customers' security.

In this guide, we'll outline the **three essential steps** to seamlessly switch to .Bank.

1.

## Get Your .Bank Domain

Get started by selecting your preferred .Bank domain name and **submitting a verification application**—this takes less than 3 minutes.

We mentioned we're **exclusive to the banking community**—and we mean it. Once we receive your application, the first order of business is to ensure you are **eligible for a .Bank domain**.

After we confirm your eligibility, we complete a thorough verification of the application. Once you're verified, you choose one of the authorized registrars to **register your .Bank domain**.

Now that your .Bank domain is registered, it's time to show your customers you're committed to their security.

**Time to dot your bank<sup>™</sup>**

## 2.

# Launch with Confidence

Once you have your .Bank domain, you'll need to configure the Security Requirements that all .Bankers must adhere to:

- **Deploy DNSSEC** to prevent DNS attacks such as domain hijacking and cache poisoning.
- **Enable HTTPS** and strong encryption (TLS v1.2 or higher) to encrypt connections and data that flows between web browsers and your domain.
- **Implement email authentication** (DMARC, SPF, and we strongly recommend DKIM) to guard your bank from email-based attacks like phishing and spamming.

As you plan your switch to .Bank, we recommend:

- **Referring to our [Implementation Guide](#)**, which provides an overview of the Security Requirements and a sample timeline.
- **Coordinating with technical stakeholders**, including your registrar, IT team or vendor, core provider, and hosting provider, to help them understand and prepare for the switch.
- **Setting up a 301 redirect** to seamlessly take visitors from your old domain to your new .Bank domain; this preserves your SEO reputation and ensures no web traffic is lost.
- **Configuring email aliases** so your current domain email and your new .Bank email flow into the same mailbox, as well as creating the setting that all replies come from your .Bank email address. This ensures no email is lost.

With your preparations complete, your customers' experience and engagement with the bank will be seamless. **You've made the switch to your new .Bank domain.** Congratulations!

## 3.

# Promote Your .Bank Domain

Your bank's domain is now **more secure and your good name, made stronger**. With your new .Bank domain it's important to **effectively communicate the change** (and the significant security improvements) to relevant stakeholders while ensuring continuity after the switch.

On the communication front, we recommend:

- **Leveraging email communications** to notify customers, employees, and vendors about the transition to .Bank (at least two weeks prior to the switch).
- **Adding a website banner or pop-up box** to alert visitors about the domain change, providing clear information about why the switch happened, and what users can expect.
- **Preparing a FAQ and supporting resources** to answer common stakeholder questions (e.g., "Why is .Bank more secure?" and "Do I need to do anything differently?").
- **Updating printed materials**, like business cards and brochures, with your new .Bank domain as existing supplies are used up.

We've got you covered with .Bank's [Customer Communications Guide](#) which provides templates and best practices to communicate about your new .Bank domain.

# Your security, your .Bank

## Making the switch to .Bank is 3 steps to better cybersecurity

When you dot your bank, your bank is better protected from today's evolving cyber threat landscape. Most importantly, your customers will know that, **if it's not .Bank, it's not their bank.**

If you have any questions or need assistance with planning your switch to a .Bank domain, **please reach out.**

Call us at +1 202 236 1154, visit our [Help Center](#), or fill out this [contact form](#) and we'll get back to you.