Boye Domain Discovery

June 2021

BOYE & CO

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A flashback to warmer days of 2019 :)

IN CRUST WE TRUST
FRANKIES
SMALL FEATURE AWARD
WINNER

Why is Domain Discovery so important?

In a nutshell **Brand Protection**

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Why its good to find all your websites?

Brand Image

Information accuracy

Customers experience improvements

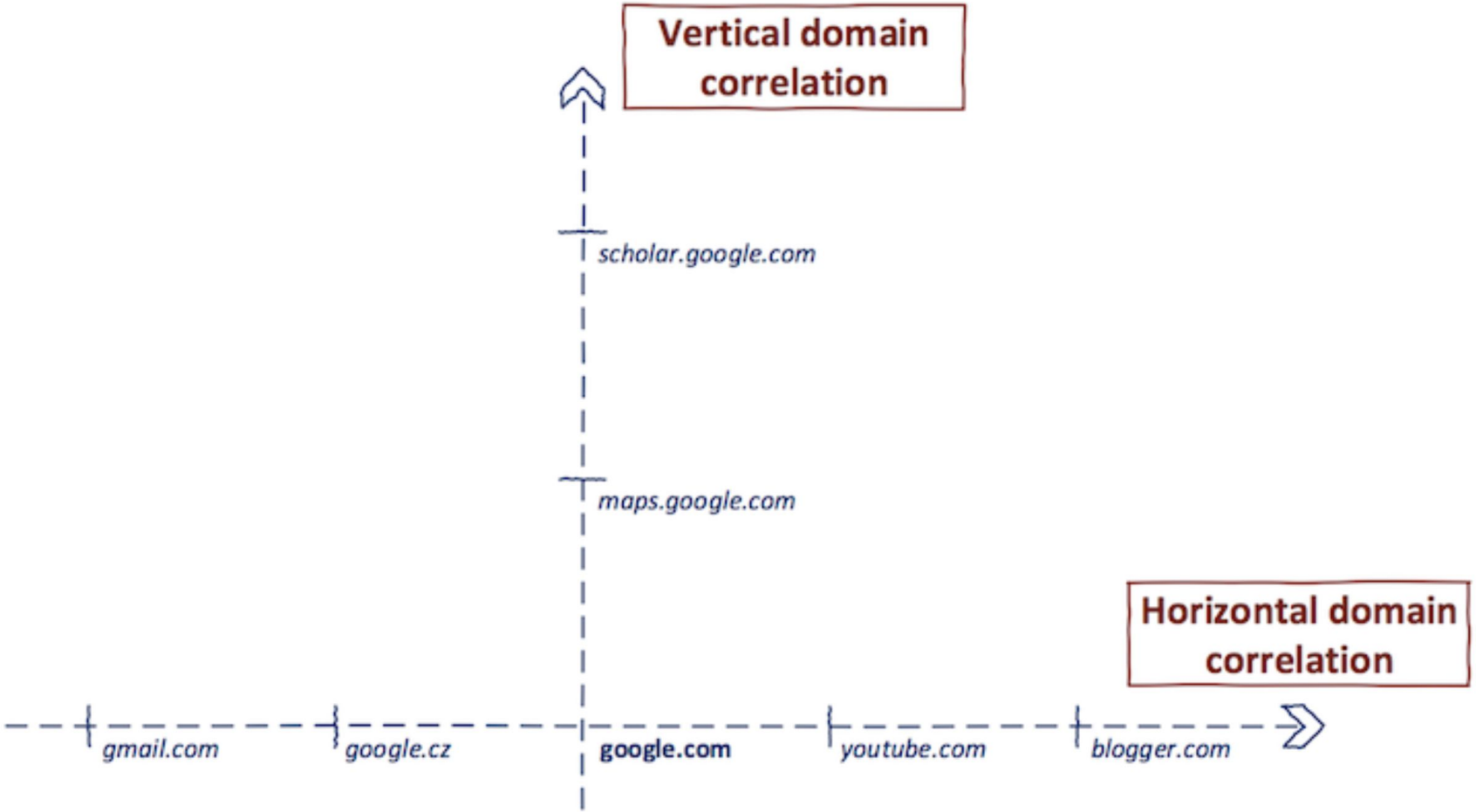
Security

Compliance with Regulation

Why is Domain Discovery so important?

- Privacy
- Security
- Accessibility
- Quality
- Performance
- Sustainability

How to we do Domain Discovery?


Vertical domain correlation
scholar.google.com
maps.google.com
Horizontal domain correlation
gmail.com
google.cz
google.com
youtube.com
blogger.com

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Where do we get data from?

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We use several sub-domain finding tools to guarantee complete coverage

Data is gathered from:

1) DNS entries
2) SSL Certificates entries
3) Search engines results

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A quick audit on some top global Universities...

```
Danish Universities
ku.dk - 8,500
au.dk - 4,800

German Universities
lmu.de -  2,800 (LMU Munich)
tum.de - 29,000 (Tech Uni Munich)
uni-heidelberg.de - 63,500 (Heidelberg)

unibo.it - 10,700
usal.es - 4,200
u-paris.fr - 69

UK Universities
ox.ac.uk - 94,700
cam.ac.uk - 47,700
ucl.ac.uk - 55,300
lse.ac.uk - 19,400
ed.ac.uk - 49,300

US Universities
princeton.edu - 34,100
columbia.edu - 142,500
mit.edu - 93,500
yale.edu - 38,300
stanford.edu - 113,100
```

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Domain		Site Title
aarhus19.boye-co.com		—
www.brooklyn21.boye-co.com	200	Boye 21 Brooklyn Conference
aarhus20.boye-co.com		—
brooklyn20.boye-co.com	200	Boye 20 Brooklyn Conference - digital leadership conference
www.boye-co.com	200	Boye & Company - next-stage networking
2018.boye-co.com		—
brooklyn19.boye-co.com		—
brooklyn21.boye-co.com	200	Boye 21 Brooklyn Conference

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The Domain Discovery data has serious quality problems!

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Automated discovery while producing incredibly valuable data for business also creates tons of hay to hide the needles in...

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Example from Harvard.edu domain below is finding 8000 sub-domains starting with “dhcp.”

That is 8% of the total of their estate

It is important to be able to find these and then hide them once a human has reviewed the basic rule...

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harvard.edu 8110 rows

dhcp

Site Name & URL	Screenshot	Status Code	Page Title	Site Owner
dhcp-203-232.nmr.mgh.harvard.edu	No Image	-	-	-
dhcp-203-222.nmr.mgh.harvard.edu	No Image	-	-	-
dhcp-203-162.nmr.mgh.harvard.edu	No Image	-	-	-
dhcp-202-243.nmr.mgh.harvard.edu	No Image	-	-	-
dhcp-202-229.nmr.mgh.harvard.edu	No Image	-	-	-

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Do Domain Management tools solve the issues of Domain Discovery?

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NO!

They don’t focus on:

- Sub-domains
- Business ownership
- Ignore rules to automate review
- Version history of change
- Quality measurement reporting

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Challenges facing Universities (and so many organisations)

Huge digital estates of thousands of websites

Dozens or hundreds of Content management platforms

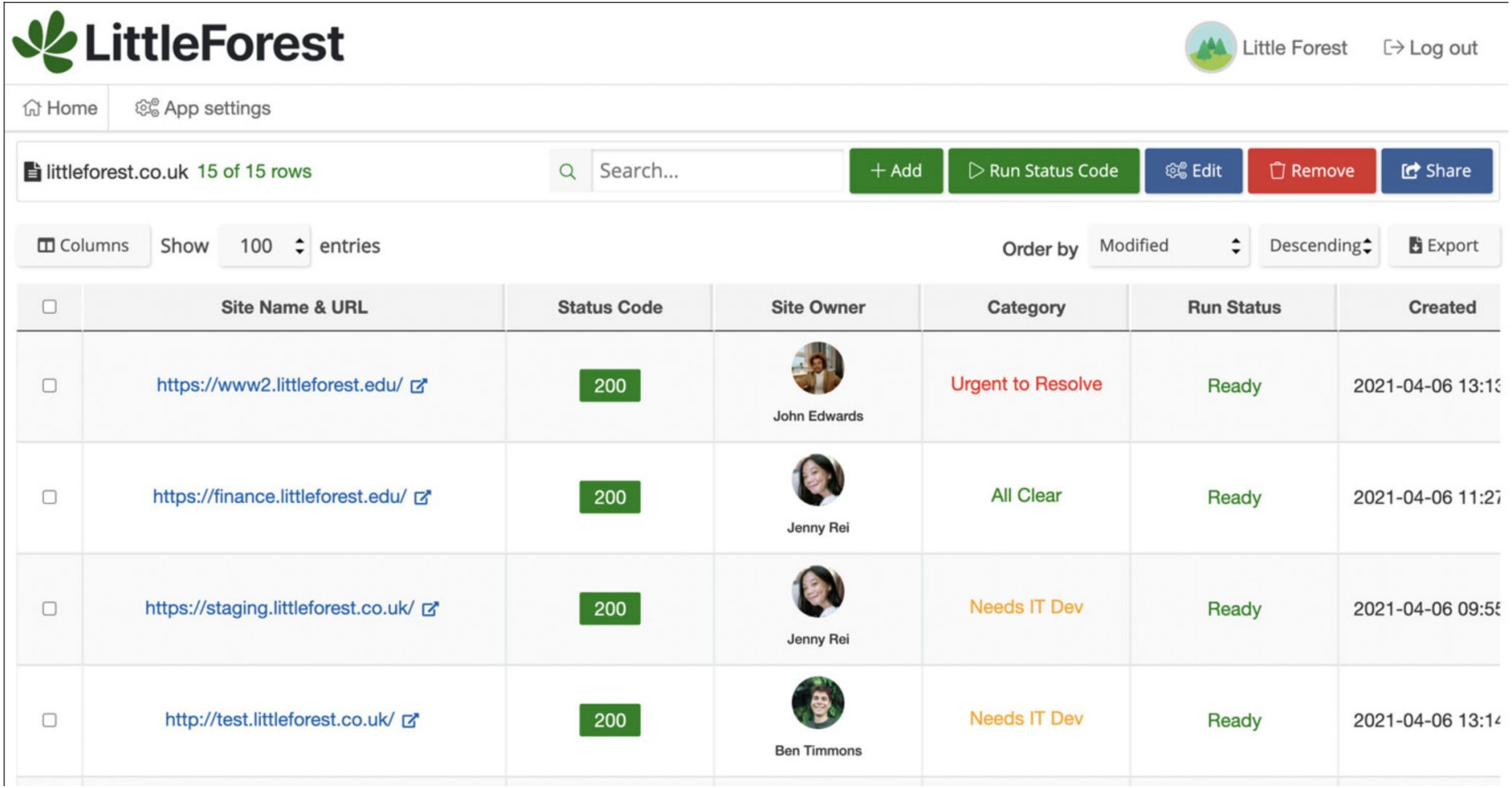
Unclear ownership of domains, sites, pages, assets

Staying compliant with regulations and brand standards

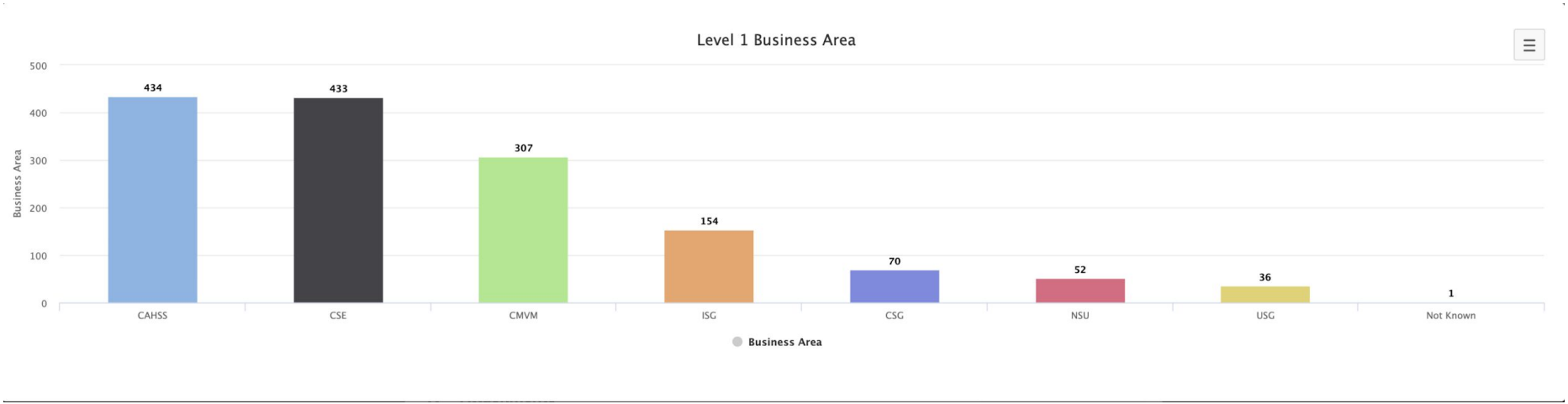
Poor customer experiences due to low quality and fragmentation

A quick look at some of the solutions we are building

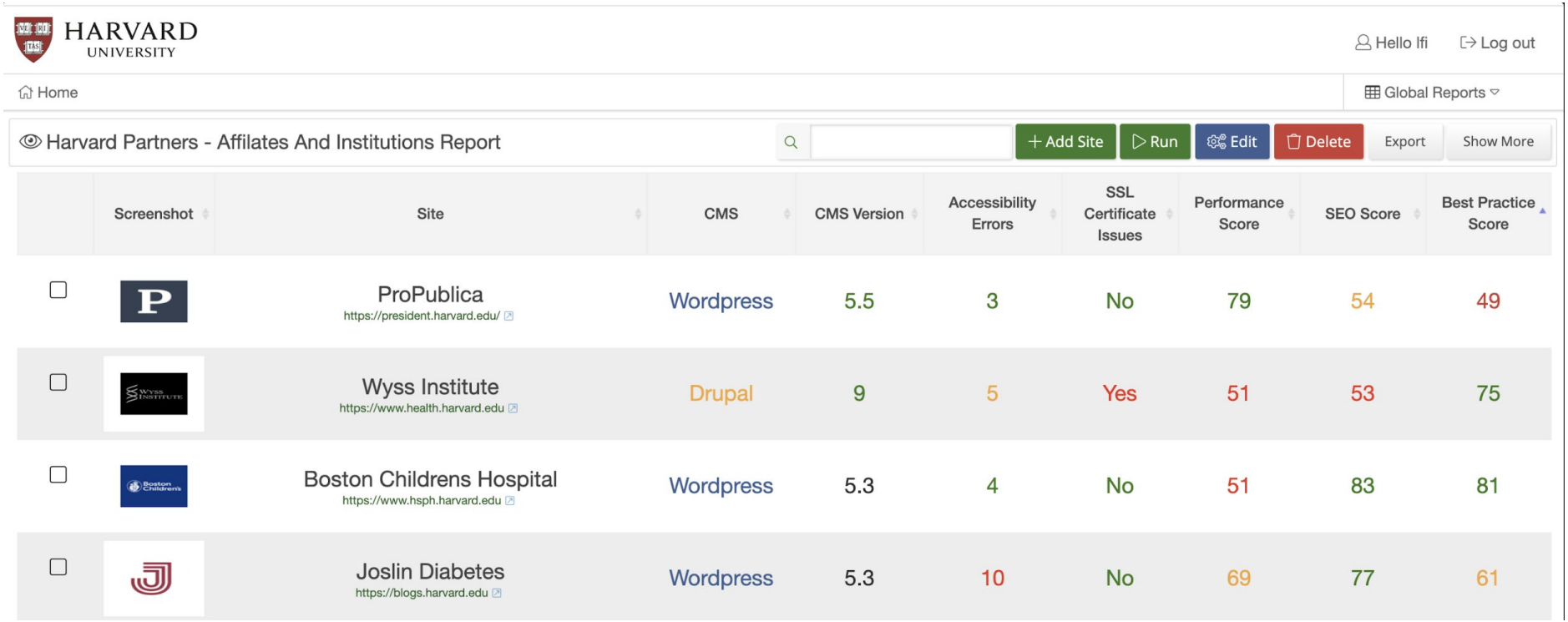
Site owners and being Social



Visualising domains by Business area



Affiliates and Institute Report



Screenshot	Site	CMS	CMS Version	Accessibility Errors	SSL Certificate Issues	Performance Score	SEO Score	Best Practice Score
	ProPublica https://president.harvard.edu/	Wordpress	5.5	3	No	79	54	49
	Wyss Institute https://www.health.harvard.edu	Drupal	9	5	Yes	51	53	75
	Boston Childrens Hospital https://www.hsph.harvard.edu	Wordpress	5.3	4	No	51	83	81
	Joslin Diabetes https://blogs.harvard.edu	Wordpress	5.3	10	No	69	77	61

Content Policies report

Security & Brand

Report Copyright Infringement

Report Security Issue

Trademark Notice

Website

Accessibility

Digital Accessibility

Privacy Statement

Get In Touch

Contact Harvard

Maps & Directions

Jobs

HARVARD
UNIVERSITY

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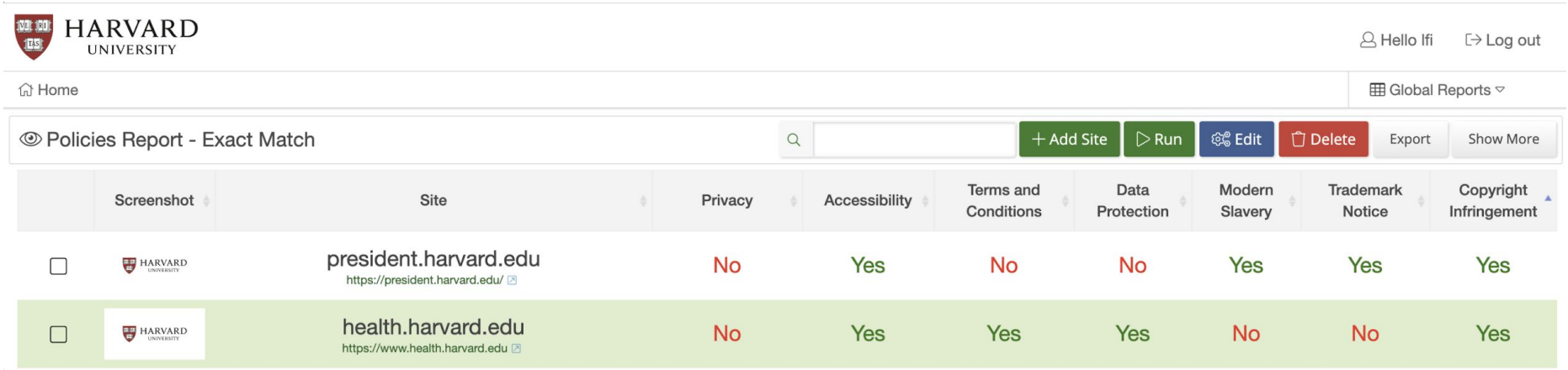
Facebook Twitter Instagram YouTube

Content Policies report



SSL Certificate Checks

HARVARD UNIVERSITY

Hello Ifi | Log out

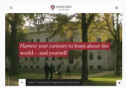
Home | Global Reports

SSL Check Report

+ Add Site | Run | Edit | Delete | Export | Show More

	Screenshot	Site	Issued by	Valid to	Certificate grade	Issued to	Days to expiry
☐	HARVARD UNIVERSITY	Harvard University https://www.harvard.edu/	Let's Encrypt (US)	2021-05-20	A	None	85 days left
☐		chandra.harvard.edu https://chandra.harvard.edu/	Internet2 (US)	2021-06-04	A	President and Fellows of Harvard College	99 days left

Dealing with Redirects and Timeouts

☐	Site Name & URL	Screenshot	Status Code	Page Title
☐	arthur.harvard.edu	No Image	Timeout	-
☐	college.harvard.edu/		200	Harvard College | H…
☐	oue.fas.harvard.edu/		200	Office of Undergra…
☐	pfoho.harvard.edu/pfoho		302 200	Pforzheimer House
☐	adamshouse.harvard.edu/adamshouse		302 200	Adams House
☐	fap.fas.harvard.edu/fap		302 200	Harvard First-Year …

Version history of changes

Domain	Sub-domains	Changed	+ New	Deleted
TEST harvard.edu	24	24	29	5
harvard.edu	25000	103	25000	0

Version history of changes

https://arboretum.harvard.edu/ History

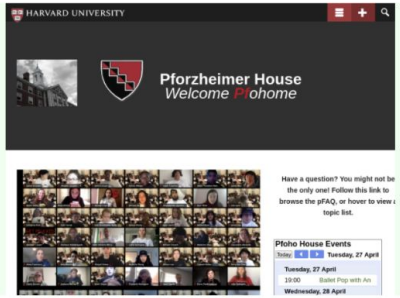
Search...

Show 10 entries

User Date and Time	Change	Site Name & URL	Restore this version
Little Forest 27 Apr 2021 15:15:23	Variable **https://arboretum.harvard.edu/** Modified	https://arboretum.harvard.edu/	
Little Forest 22 Apr 2021 14:13:45	Variable **https://arboretum.harvard.edu/** Modified	https://arboretum.harvard.edu/	
Little Forest 22 Apr 2021 13:25:48	Variable **https://arboretum.harvard.edu/** Modified	https://arboretum.harvard.edu/	
Little Forest 19 Apr 2021 22:36:45	Variable **https://arboretum.harvard.edu/** Modified	https://arboretum.harvard.edu/	

Version history of changes

pfoho.harvard.edu/pfoho History

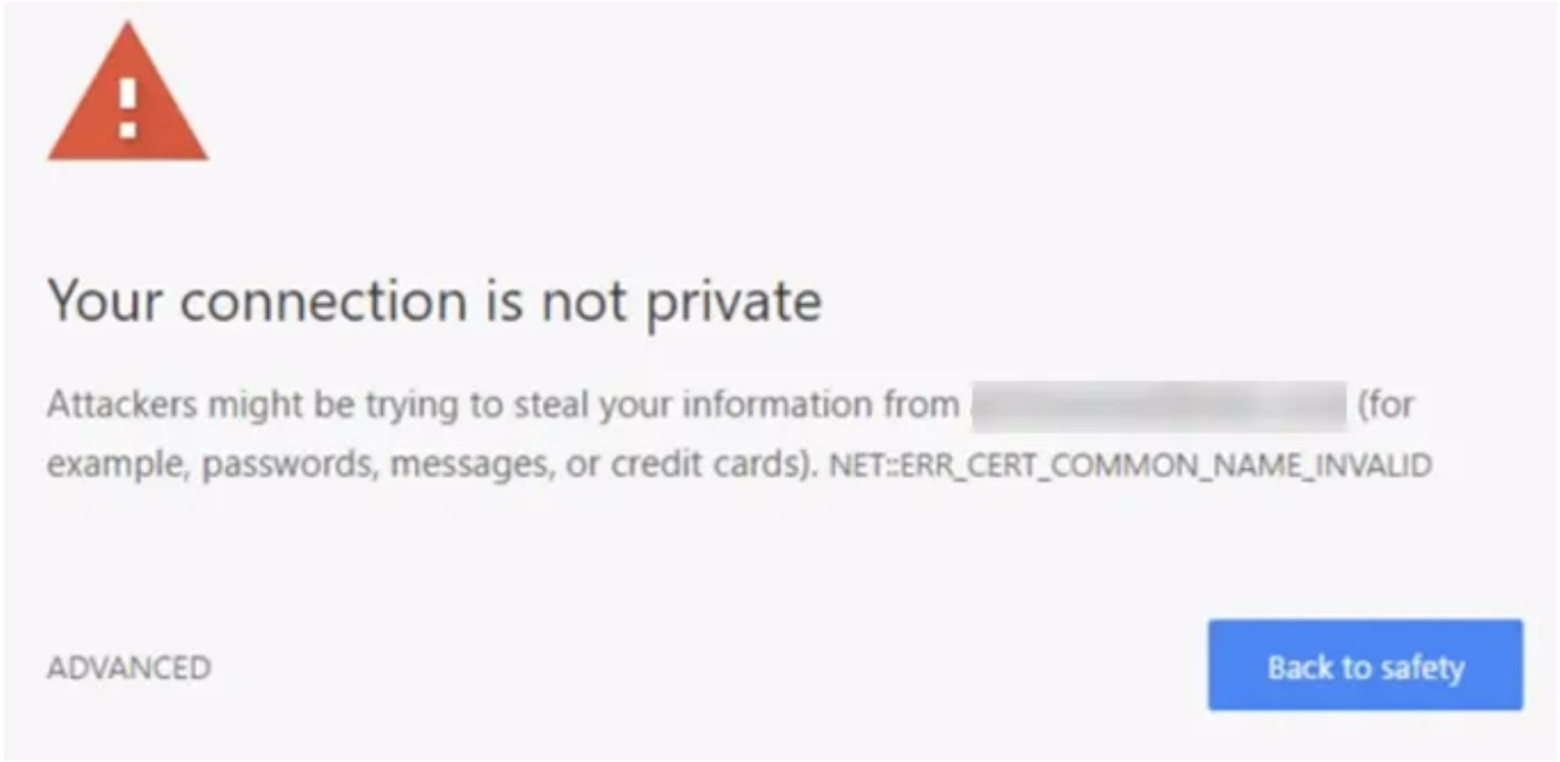
Column	Old Version	Current Version
Screenshot	-	
Status Code	-	302,200
Page Title	-	Pforzheimer House

By Little Forest in 2021-04-27 15:17:38

Cancel Restore

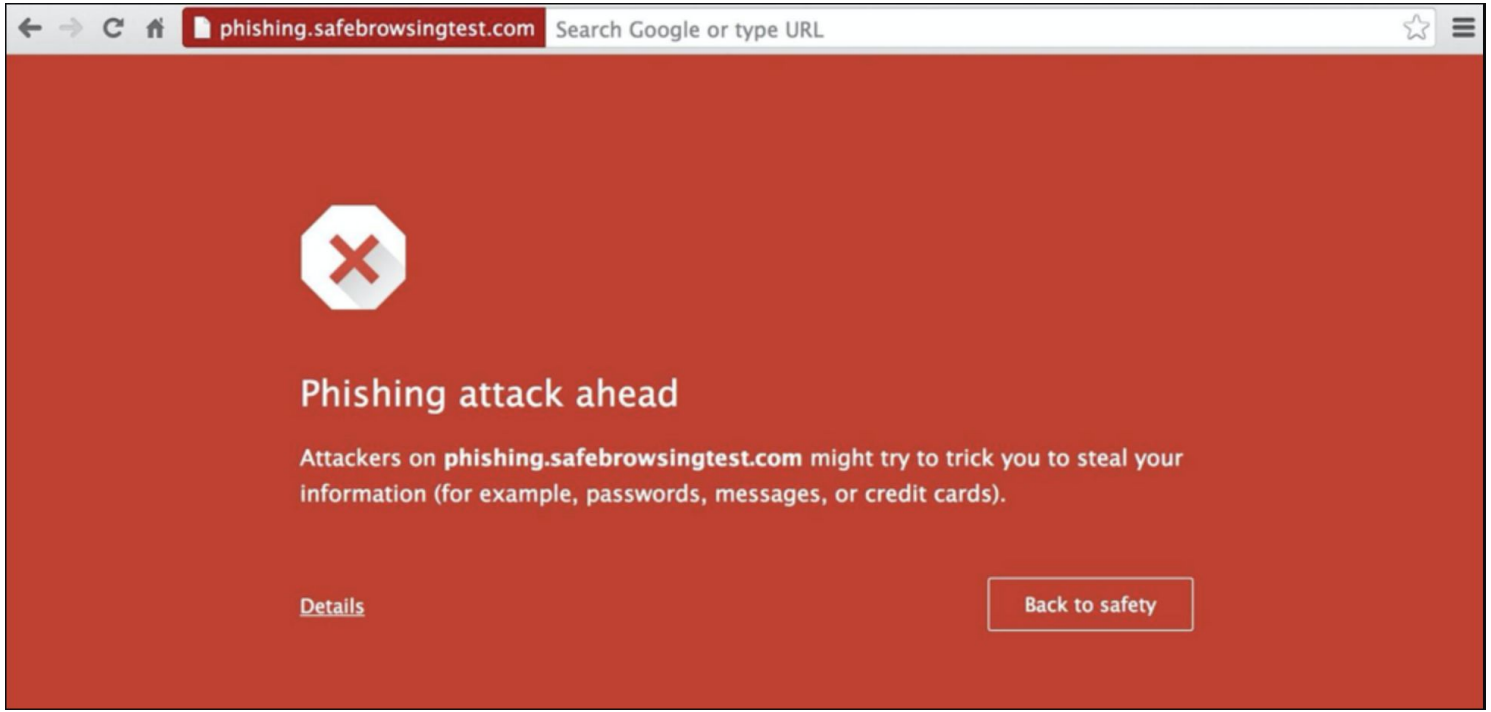
Reporting on Chrome Privacy warnings

Reporting on Chrome Privacy warnings

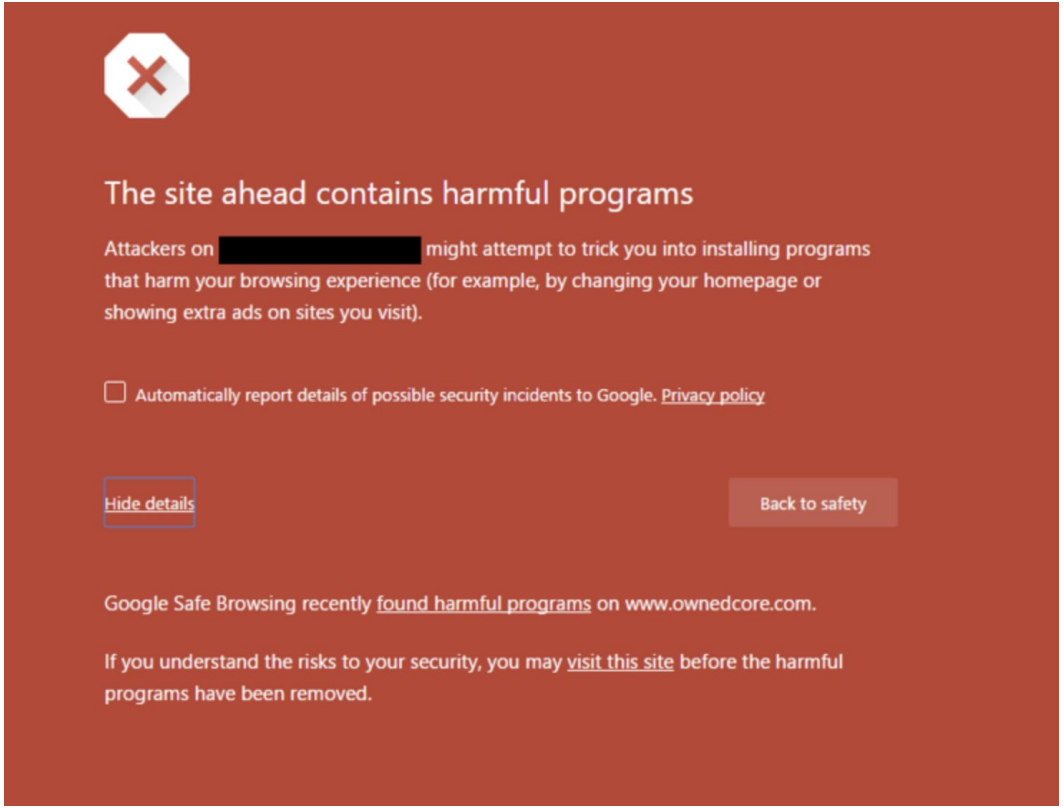


Reporting on Chrome warnings

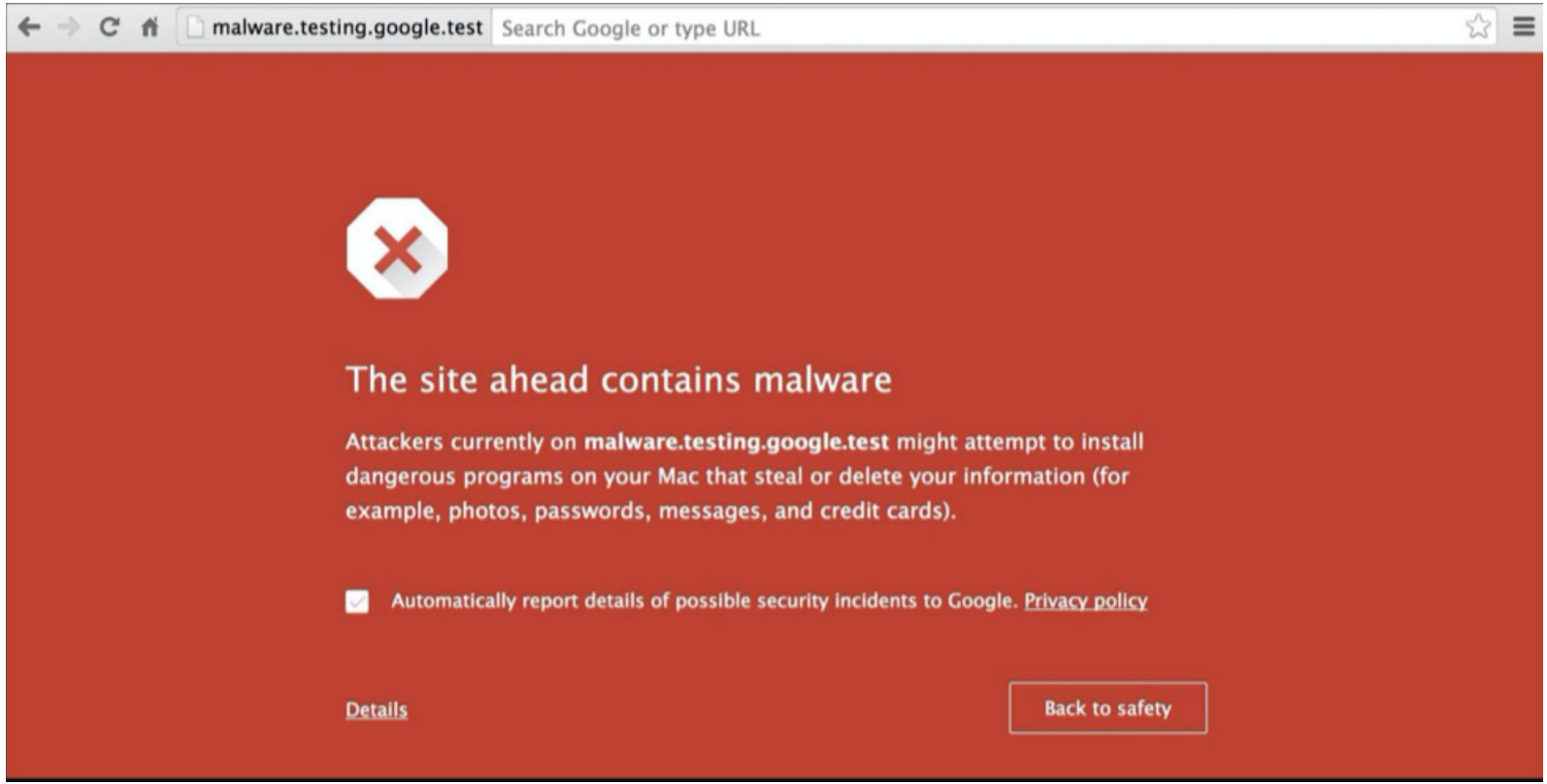
Reporting on Chrome warnings



Reporting on Chrome warnings



Reporting on Chrome warnings



Reporting on Chrome Privacy warnings

☐	www.firegrid.eng.ed.ac.uk		Privacy 200	Select an installatio…

Important learnings in our journey

1. A central team cannot manage a Web Registry entirely themselves, they must be the owners and then involve many business units to help - for this we create specific “views”

2. The service must create Rules to automatically categorise URLs based on patterns e.g “one.maths.ox.ac.uk” belongs to the “Maths” department

3. We include an “Unassigned” list which all business owners can review to see if any of their sites are in this category

Benefits of your Domain Discovery platform

1. Stay informed and in control of your entire web estate
2. Understand quality levels and Accessibility of all websites
3. Monitor customer experience by eliminating rogue sites
4. Save time via automation and monitoring changes for you
5. Agree ownership of sites within your organisation
6. Improve communication and control across your digital organisation

We offer a **free** Domain Discovery report for Boye & Company members

Can your organisation or a client benefit from this?

Get in touch :)

Thank you

Edit profile

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