LULU STEP-BY-STEP GUIDE

Connect your own domain (and how SSL works)

For store owners who already own a domain: point it at your Lulu store with DNS records (Cloudflare or any other provider), understand why SSL needs no separate step, and set the domain as primary.

For: Everyone · About 10 minutes · 8 steps · Updated November 20, 2026

Before you start You need access to Settings in your store admin, and access to your domain's DNS records at your registrar or DNS provider (GoDaddy, Namecheap, Cloudflare, Google Domains, your IT department, etc.). Every store already has a free address, `<your-handle>.lulu.us.com`, so connecting your own domain is optional. Buying a new domain through Lulu instead needs a payment method on file; transferring one in goes to the platform's ops queue and isn't instant.

Steps at a glance

1. Open Settings → Domains
2. Click "Connect existing domain" and type it in
3. Add the www record (always)
4. Add the root-domain record — or forward it to www
5. If your DNS is on Cloudflare specifically
6. Click "I updated DNS records" and follow the three steps
7. Understand how SSL actually works here
8. Set the domain as primary

STEP 1

Open Settings → Domains

In your store admin, go to Settings, then Domains (`/admin/settings?page=domains`). You'll see your free `<handle>.lulu.us.com` address marked Managed and Connected, and three options: "Connect existing domain", "Transfer your domain", and "Buy a new domain".

- This guide covers "Connect existing domain" — the path for a domain you already own.
- "Buy a new domain" registers a new one through Lulu with DNS and SSL already done for you — nothing to configure.
- "Transfer your domain" moves registration itself to Lulu; it's handled by the platform team as an ops request, not instantly.

STEP 2

Click "Connect existing domain" and type it in

Click "Connect existing domain", then type the domain you own (for example `shop.yourbrand.com` or your bare `yourbrand.com`) and continue. Lulu tries to detect your DNS provider automatically so it can show provider-specific instructions, or a one-click "Connect automatically" button when your provider supports it (Domain Connect).

- If one-click setup isn't available for your provider, you'll always get the manual records below — that path always works.

STEP 3

Add the www record (always)

Lulu never asks for an A record — it has no fixed IP address for your store. For a bare domain (`yourbrand.com`) or `www.yourbrand.com`, the first record is a CNAME: Name `www`, Value the routing host shown in the table (`shops.<platform-root>`). This record alone is enough for your store to work on `www.yourbrand.com`. Use the Copy button rather than retyping.

- The table's Name column uses short names (`@`, `www`, `shop`); the full name is shown under it. Most providers want the short name — if yours adds your domain automatically, typing the full name creates `www.yourbrand.com.yourbrand.com`.
- Delete any existing record named `www` (an old A or CNAME) first — the Current values column shows what is there today.

STEP 4

Add the root-domain record — or forward it to www

For the bare domain itself (Name `@`), add an ALIAS, ANAME or flattened CNAME record pointing at the same routing host. If your DNS provider doesn't offer ALIAS, ANAME or CNAME flattening for the root domain, set up domain forwarding (redirect) from `yourbrand.com` to `https://www.yourbrand.com` at your provider instead — your store then runs on www and the bare domain sends visitors there. For a subdomain (`shop.yourbrand.com`) there is only one record: a CNAME with Name `shop`.

- The `_shopwise-challenge` TXT record is optional: only add it if you can't change the records above yet. A CNAME that points at Lulu already proves you own the domain.
- Marketplace stores also add a CNAME for `admin` (admin.yourbrand.com).

STEP 5

If your DNS is on Cloudflare specifically

Add the same www and root (@) records in Cloudflare's DNS tab. We recommend leaving new records "DNS only" (grey cloud), not "Proxied" (orange cloud), at least until Lulu shows your domain connected and secured — Cloudflare's proxy sits in front of the record's real target, which can slow down or confuse domain verification and certificate issuance while you're first connecting. You can reconsider proxying afterwards once the domain is live.

STEP 6

Click "I updated DNS records" and follow the three steps

After adding the records, click "I updated DNS records". The panel shows your domain with a badge (Needs setup, Connecting, Connected or Action needed) and three steps: Configure DNS records, DNS propagation and TLS certificate. Each step reads Done (green tick), Waiting… (amber clock, with what it is waiting for) or Problem (red cross, with the exact reason, such as "www still points to 203.0.113.5"). These are status indicators, not buttons. The panel re-checks every 30 seconds while it's open; DNS changes can take up to 48 hours to spread. After setup, the Domains list keeps showing each domain's badge, a DNS / SSL health line and when it was last checked, and you can open the panel again at any time.

STEP 7

Understand how SSL actually works here

SSL (the padlock / HTTPS) is issued automatically once your DNS points at Lulu — there is no separate "enable SSL" switch and nothing to buy. The platform's edge (backed by Cloudflare) detects the correctly pointed domain, requests a certificate for every address — the root domain, www, and admin for marketplaces — using a standard domain-validation check over HTTP, and installs it. This typically takes a few minutes after DNS resolves, occasionally longer. If the "SSL & routing" check stays unchecked for a long time after "Ownership verified" is green, double-check the routing record's value and that nothing (like an aggressive Cloudflare proxy setting, or a conflicting existing A/CNAME record) is overriding it.

STEP 8

Set the domain as primary

Once the domain shows Connected, click "Set as primary" on its row. For a bare domain, www.yourbrand.com becomes the primary address by default and yourbrand.com redirects to it (this works with ALIAS or with forwarding). If you added the ALIAS record, the domain's panel lets you make the bare domain primary instead. Every other connected domain redirects to the primary one; your free `.lulu.us.com` address keeps working as a backup.

Check your work

- A CNAME record `www` points at the routing host Lulu shows (or, for a subdomain, a CNAME with its short name).
- The root domain (`@`) has an ALIAS/ANAME/flattened CNAME to the same host, or is forwarded to https://www.<your-domain> at your provider.
- There is no A record for www or @ left pointing at your old host.
- Settings → Domains shows the domain as Connected, with DNS ✓ and SSL ✓ in its health line.
- The domain opens over https:// with a valid padlock, with no browser warning.
- "Set as primary" has been clicked if this should be the store's main address.

Troubleshooting

My registrar won't let me put a hostname in an A record at the root domain.

Correct — an A record can only hold an IP address, and Lulu never asks for one. Add the www CNAME, then either an ALIAS/ANAME/flattened CNAME for `@`, or set up domain forwarding from the root domain to https://www.<your-domain> at your provider.

Step 1 shows Problem with an old value.

The Current values column shows what public DNS answers today. Delete the old record (an IP address or another hostname) for that name and add the one under Update to, then click "I updated DNS records".

DNS is Done but the TLS certificate is still waiting.

The certificate is issued once your addresses reach Lulu, usually minutes after propagation. The TLS step shows the certificate's state in plain words; if validation or issuance timed out, check the records and click "I updated DNS records" to request it again. If the root domain is only forwarded to www, it doesn't need a certificate — the panel says so.

Do I need to buy or upload an SSL certificate myself?

No. Once your DNS points correctly at Lulu, a certificate is requested and installed automatically for every connected address. There's nothing to buy, generate, or upload.

I use Cloudflare — should I turn on the orange-cloud proxy?

Leave new domain-connection records as "DNS only" (grey cloud) until Lulu shows the domain Connected. A proxy in front of the record can interfere with certificate issuance while you're first connecting; Cloudflare's own CNAME flattening handles the root (`@`) record.

Need a hand? Contact support at https://lulu.us.com/contact. Screenshots use demonstration accounts; personal details were replaced.