



COMPASS

Custom Domain Setup

Point your own subdomain (guides.youragency.com) at Compass with a CNAME. Free SSL, status lifecycle, troubleshooting.

Prepared by Terrance Bortell · May 16, 2026

On this page

- [How It Works](#)
- [Step-by-Step Setup](#)
- [Status Lifecycle](#)
- [What Visitors See](#)
- [SEO Benefits](#)
- [Removing a Custom Domain](#)
- [Troubleshooting](#)

By default, your public Compass site lives at `compass.urtravelpro.com/p/yourslug`. With a custom domain you can point your own subdomain (e.g. `guides.youragency.com`) at Compass — visitors see your branded URL, and you get full SEO ownership.

ADVISOR TIP

Custom domains are included on all Compass plans (Individual, Team, Host Agency). No extra charge.

How It Works

You point a CNAME record at Compass's edge, Compass detects the CNAME via Cloudflare, requests a free Let's Encrypt SSL certificate, and your site goes live at your custom hostname. The original `compass.urtravelpro.com/p/yourslug` URL keeps working too — visitors who land there get redirected to your custom domain.

Step-by-Step Setup

1. Pick a hostname. Most agencies use `guides.youragency.com`, `travel.youragency.com`, or `resources.youragency.com`. A subdomain of your main site is ideal.
2. Go to **Settings** → **Custom Domain** → **Add Domain**.
3. Enter your hostname (e.g. `guides.youragency.com`).
4. Compass shows you the CNAME target to add to your DNS — usually `compass.urtravelpro.com`.
5. Add the CNAME record at your DNS registrar (GoDaddy, Cloudflare, Namecheap, Google Domains, etc.). Set it as **DNS only** if your registrar offers a proxy option.
6. Wait for DNS to propagate (usually minutes; up to 48 hours worst case).
7. Back in Compass, click **Sync** — Compass verifies the CNAME and submits your hostname to Cloudflare for SSL issuance.

8. Wait for SSL issuance (usually 1-5 minutes). Status flows: `pending_dns` → `pending_cf` → `pending_ssl` → `active`.
9. Once **active**, visit your custom hostname — your site is live.

Status Lifecycle

- **pending_dns** — Compass hasn't detected your CNAME yet. Wait for DNS to propagate, or check that the CNAME points at the right target.
- **pending_cf** — CNAME detected; submitted to Cloudflare for SSL processing.
- **pending_ssl** — Cloudflare confirmed; Let's Encrypt is issuing the cert (usually under 5 minutes).
- **active** — Cert issued, site live on your custom hostname.
- **failed** — Something went wrong. Check Settings → Custom Domain for the error message. Most often: the CNAME was removed, or a conflicting record exists at the same hostname.

What Visitors See

- Once active, your public site is at `https://guides.youragency.com` (your custom hostname)
- The Compass-default URL (`compass.urtravelpro.com/p/youragency`) keeps working too, but 301-redirects to your custom hostname
- All guide URLs use your custom hostname (`https://guides.youragency.com/guide/your-slug`)
- Sitemap and robots.txt are served from your custom hostname

SEO Benefits

- Search engines see your site as part of `youragency.com` — link equity and brand association accrue to your main domain
- Visitors trust `guides.youragency.com` more than a third-party subdomain
- You can set up Google Analytics, Search Console, etc. on your hostname normally

Removing a Custom Domain

In **Settings** → **Custom Domain** → **Disconnect**. The custom-hostname site stops responding within a minute; visitors fall back to your `compass.urtravelpro.com/p/yourslug` URL. Remove the CNAME from your DNS registrar to free up the hostname.

Troubleshooting

- **Stuck on pending_dns** — your CNAME isn't pointing where Compass expects. Verify with `dig CNAME guides.youragency.com` (or dnschecker.org). If Cloudflare-managed, set proxy status to gray cloud, not orange.
- **Stuck on pending_ssl** — Let's Encrypt issuance occasionally hangs. Click **Sync** to retry.
- **Status: failed** — the error message in Settings → Custom Domain explains why. Most often a conflicting record at the same hostname; check your DNS registrar and remove or update the conflict.
- **SSL works in browser but shows "Not secure" warning** — old browser cache or DNS cache. Try in incognito; the warning should be gone.