

SUPERCHARGE YOUR BUSINESS ONLINE

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PART 1



# TAKING YOUR BUSINESS ONLINE





Key takeaways:



# You will learn to:

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Search Domains, Purchase, & Setup Your Domain  
Setup Email or Email Alias Using Your New Domain  
Acquire Social Media Assets  
Understand Digital Assets You Must Consider & Why  
Use Available Tools & Resources



# What's in a URL?

More than just a brand name + .com

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<https://www.edisonappsco.com/contact>

Breaking down a URL

- Scheme - http:// and https://
- Subdomain - www.
- Second Level Domain - brand name
- Top Level Domain - .com, .net, .org
- Sub-Directory - /page name



# Where do I start?

## 01

### Compile list of potential names

- Generate variations of your brand's name
- Create list of potential domains
  - (ex. myargylesocks, myargylesocksco, argylesockscompany, theargylesocks)



# Where do I start?

## 02

### Search databases

- Search name availability databases for your preferred Domains and TLDs
  - What is a TLD?
  - Why does it matter?
  - Which is right for you, which ones to avoid

# How to search name availability databases

www.namecheckr.com

The screenshot shows the Namecheckr website interface. At the top, there is a search bar with the text 'myargylesocks' and a magnifying glass icon. Below the search bar, there is a 'START NOW' button and a 'BrowseSafe' section. The main area is a grid of icons representing various social media platforms and domain extensions, each with a checkmark indicating availability. The platforms include Facebook, Twitter, Tumblr, Reddit, Slack, Twitch, Myspace, YouTube, Meetup, Pinterest, Dribbble, GitHub, Vimeo, Eilo, Feedburner, Foursquare, Last.fm, About.me, and others. A 'Load More Options' link is visible at the bottom.

namechk.com/

The screenshot shows the Namechk website interface. At the top, there is a search bar with the text 'myargylesocks' and a magnifying glass icon. Below the search bar, there is a 'Domains' section with a grid of domain extensions. The '.online' extension is highlighted in green. Below the grid, there is a large green banner with the text '.online' and 'I Choose a .online domain.' and a 'BUY NOW' button. The banner also features the GoDaddy logo. Below the banner, there is a section for 'Usernames' with icons for Facebook, YouTube, Twitter, Blogger, Twitch, TikTok, and Shopify.

domains.google.com

The screenshot shows the Google Domains website interface. At the top, there is a search bar with the text 'myargylesocks' and a magnifying glass icon. Below the search bar, there is a 'Results' section with a table of suggested domain names. The table has columns for 'Domain name' and 'Pricing'. The suggested names are: myargylesocks.us (\$12/year), gotmyargylesocks.com (\$12/year), myargylesocks.online (\$30/year), myargylesocks.site (\$20/year), myargylesocks.club (\$13/year), yourargylesocks.com (\$12/year), myargylesocks.space (\$20/year), myargylesocks.fun (\$20/year), and myargylesocks.biz (\$15/year). Each name has a checkmark and a heart icon. There is also an 'All endings' link.

Domain name	Pricing
myargylesocks.us	\$12/year
gotmyargylesocks.com	\$12/year
myargylesocks.online	\$30/year
myargylesocks.site	\$20/year
myargylesocks.club	\$13/year
yourargylesocks.com	\$12/year
myargylesocks.space	\$20/year
myargylesocks.fun	\$20/year
myargylesocks.biz	\$15/year



# Exploring Domain Name Options

Goal is to reduce user friction between digital assets

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Try to choose a domain name that matches other available digital assets.

Domain [www.myargylesocks.com](http://www.myargylesocks.com)

Facebook User - myargylesocks90

Instagram User - my\_argylesock\_company

Twitter User - argylesocksbyjerry



# Where do I start?







03




## Lock them down


- Buy domain(s)
- Setup forwarding email for domain
- Lock down social media assets





# Decide your TLD(s) & Add them to the cart

 <b>.com</b> \$12/year	 <b>.net</b> \$12/year	 <b>.org</b> \$12/year	 <b>.app</b> \$14/year	 <b>.info</b> \$12/year	 <a href="#">All endings</a>
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 **myargylesocks.com** \$12/year  


**Insights** 



**ADVANTAGES**


-  This name has a popular ending (.com)
-  This name isn't too long


# Checkout


## Domain Only


myargylesocks.com 

**Registration**  \$12 / 1 year 

**Privacy protection is on**   
Your contact info won't be available to the public. To help protect your info and prevent spam, a third party provides alternate contact info for your domain in the WHOIS directory at no extra cost. See their [terms of service](#). [Learn more](#)

**Auto-renew is on**   
This domain will be auto-renewed around **December 30** every year. You will automatically be billed when the renewal occurs.

**Custom email**  \$12/user/month

**Google Workspace** Business Standard 


Look more professional with custom email like **you@myargylesocks.com**



You'll also get tools like shared calendars, docs, online storage, and more to help keep your business running smoothly


**Due today** \$12  
Taxes will be calculated at checkout


[Check out](#)


## Domain + Email


myargylesocks.com 

**Registration**  \$12 / 1 year 

**Privacy protection is on**   
Your contact info won't be available to the public. To help protect your info and prevent spam, a third party provides alternate contact info for your domain in the WHOIS directory at no extra cost. See their [terms of service](#). [Learn more](#)

**Auto-renew is on**   
This domain will be auto-renewed around **December 30** every year. You will automatically be billed when the renewal occurs.

**Custom email**  \$6/user/month

**Google Workspace** Business Starter 

Look more professional with custom email like **you@myargylesocks.com**


You'll also get tools like shared calendars, docs, online storage, and more to help keep your business running smoothly

**Create your first admin account** Business Plus

Your first account will be a Workspace administrator for myargylesocks.com. [Learn more about using Workspace with Google Domains](#)

First name  Last name

Username  @myargylesocks.com Backup email  brandon@edisonappdesign.com

**Allow this account to manage domain settings (recommended)** 

By continuing, you agree to [Google Workspace](#) and [Supplemental Terms and Conditions for Google Workspace Free Trial](#)



# Setup Forwarding Email ( Email Alias)

1

- Domain overview
- Registration settings
- DNS
- Website
- Reports
- Email
- Security


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- Get a new domain

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- Send feedback
- Help and support
- United States (US \$)

2



### Get a custom email address

Want an email like **you@edisonapps.biz**? Use Google Workspace to create them for your whole team. You'll also get tools like shared calendars, video meetings, and online storage to help keep your business running smoothly.

[Get Google Workspace](#)

### Email forwarding

Email forwarding allows you to set up alias email addresses which are alternative addresses that are used as a substitute for an actual email address. Add up to 100 email addresses or a wild card (\*) address that forwards to your existing email address. Google Domains will send a verification email to each unverified recipient address. [Learn more about email forwarding](#)

### Add email alias

Alias email → Existing recipient email

@edisonapps.biz

[Cancel](#) [Add](#)



Acquire social media assets that are important to your business/industry!

THE SAME DAY!

LIKE... IMMEDIATELY!

# Each Industry Has A Unique Set Of Social Media Assets



## Restaurants

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Reviews, Photos, Offers, Specials



## Service Industry

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Reviews, Contact, Pricing, Certifications



## B2B

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Reputation, Connections, Certifications, Expertise



## Lifestyle Brands

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Photos, Stories, Experiences, Products



*\*not a comprehensive list\**



Not Sure Where To Begin?

# Top 10 Questions

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If you can answer the next 10 questions about your customers, you'll know exactly where to meet them on social media.

1. Do you sell or provide services to business or consumers?
2. Where is your audience located?
3. What is the age range of your ideal customer?
4. What is their average income?
5. Are they homeowners?
6. What are their hobbies?
7. What are other interests that are similar to their hobbies?
8. Are they single, married, have kids?
9. What challenges do they face or problems they need solved?
10. Are they tech savvy or more traditional?



A high-angle photograph of a person with reddish hair, wearing a blue shirt, sitting at a wooden table. They are using a laptop. On the table, there is also a tablet displaying a presentation slide, a small potted plant, and a coffee cup. In the background, another person's legs and brown boots are visible. A large teal banner with white text is overlaid on the image.

## You've Just Created A Customer Profile

Now that you know who you're targeting - it's time to get in front of them!

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Google Terms to use - "Best Social Media Platform for \_\_\_\_\_" (blank is your business vertical)



# Quick Tips

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Be aware when setting up your social media assets

Use your business or alias email for all accounts



Facebook Pages  
create your username  
(facebook.com/username)  
*(it can require 25 likes)*  
That's what friends are for



Facebook & Instagram  
can be managed  
via Business Suite  
*(all in one hub)*



Google My Business  
has specific requirements  
Not Every Business Qualifies  
*(No P.O Boxes)*



Linked In  
You must add your company  
profile with photos & info  
*(Otherwise it doesn't exist)*





# Complete Your Profiles

100% completion is goal  
Check for accuracy (especially contact info)



Incomplete profiles impact SEO, create negative sentiments and damage brand trust, increases user friction



Instagram - Choose business account when setting up - use all features - They are FREE



Facebook - Use all the resources - They are FREE (minus your personal data)

# Taking Your Business Digital

upcoming webinars

~~Digital Assets~~

Your Website

Digital Advertising & Marketing

Analyzing Data

## Part 1

Setting up the foundation for your business' online success.



## Part 2

Building a website, an e-commerce site, or a blog?

Build on the right platform with the right tools to serve your customer's and business' needs.

## Part 3

Your online! Yay!

Now let's get traffic to your site, create brand awareness and convert some sales.

Focusing on Facebook/Instagram Advertising

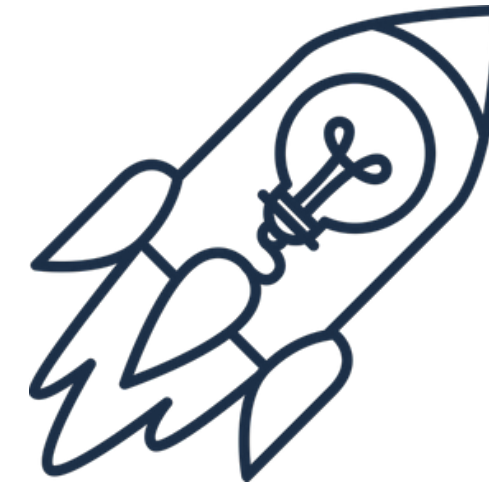
## Part 4

Make smart, informed business decisions by accumulating and analyzing the right data sets.

Make your advertising dollars work for you, not against you.



Let's Chat!




**EDISON APPS**  
SMALL BUSINESS MARKETING AGENCY

# Contact

Phone Number

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 719-203-7468

Email Address

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 [brandon@edisonappdesign.com](mailto:brandon@edisonappdesign.com)

Website

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 [www.edisonappdesign.com](http://www.edisonappdesign.com)

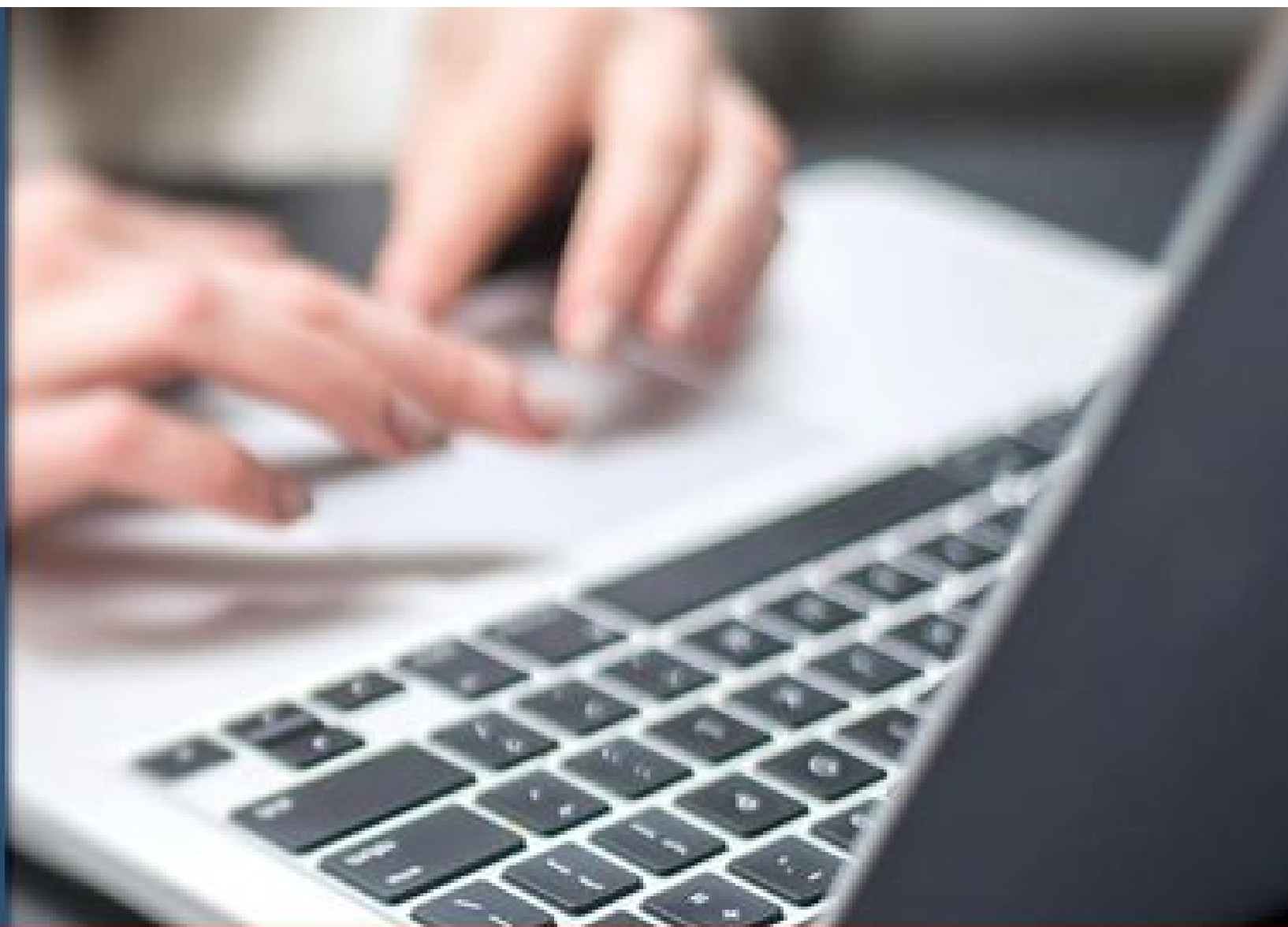


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# TAKING YOUR BUSINESS DIGITAL

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*Virtual E-Commerce Series*



**Part 2 of 4: Website Updates & Modifications**

January 7 • 11:30 am–1:00 pm