

Module 5: Your Digital Presence

Help entrepreneurs build a simple, functional online presence — even if they've never built a website before.

Objective

Help entrepreneurs build a simple, functional online presence — even if they've never built a website before. This includes understanding what a domain, hosting, email, and landing page actually are, and how to set them up with minimal tech skills.

Education Box

Your online presence is your business's digital shopfront. Whether you're selling a product, service, or just collecting leads — people will Google you. You don't need a complex website. You need a clean, trustworthy space online where people can learn, trust, and buy. This section explains everything in plain English — no jargon, no fluff. Even if you've never built anything online before, you'll be guided step-by-step.

SECTION 5.1: What is a Website, Landing Page & Domain?

Key Concepts

Term	Definition
Website	A multi-page hub for your business
Landing Page	A single page with one goal (e.g. collect leads, book calls, sell a product)
Domain	Your web address (like brandscaling.com)
Hosting	The online "land" your site lives on
Email Domain	A professional email like hello@yourbrand.com

Exercise 5.1: Digital Concepts Planning

1. What type of online presence do you need?

- ☐ Multi-page website
- ☐ Single landing page
- ☐ Both

2. What is your main goal for your online presence?

3. What domain name ideas do you have?

1.

2.

3.

SECTION 5.2: Buy a Domain Name

What To Do (Step-by-Step)

1. Use a trusted domain provider:

Domain Providers
GoDaddy
Fasthosts
123-Reg
Google Domains (if still active)

2. **Search for your brand name:** - Keep it short, clear, easy to spell - Use .com or .co.uk if available

3. **Buy the domain + privacy protection** (costs ~£10–20/year)

4. **Save login details somewhere secure (e.g. password manager)**

Exercise 5.2: Domain Purchase

1. Which domain provider will you use?

2. Your chosen domain name:

3. Domain extension (.com, .co.uk, etc.):

4. Annual cost:

5. Where will you store login details?

6. Purchase date:

SECTION 5.3: Set Up Hosting

What To Do

1. Choose a host (if building a website outside of GHL or drag-and-drop tools):

Hosting Options
Fasthosts, SiteGround, Bluehost, GoDaddy
OR use all-in-one like Systeme.io, Go High Level, Wix, Squarespace

2. Connect your domain to the host (step-by-step walkthroughs will be provided)

3. Choose the website builder you'll use

Tip: Use Replit, Lovable, or Systeme.io for faster setup if you're DIYing.

Exercise 5.3: Hosting Setup

1. Which hosting option will you use?

- ☐ Traditional hosting (Fasthosts, SiteGround, Bluehost, GoDaddy)
- ☐ All-in-one solution (Systeme.io, Go High Level, Wix, Squarespace)

2. Specific provider choice:

3. Website builder you'll use:

4. Domain connection date:

SECTION 5.4: Set Up Professional Business Email

Why It Matters

Avoid using Gmail or Yahoo — it damages trust. Use `hello@yourbrand.com` or `info@yourbrand.com` to look legit.

What To Do

1. Use Google Workspace or Zoho Mail

Email Providers
Google Workspace: ~£5/month
Zoho: Free plan available

2. Connect to your domain using the provider's instructions

3. Test send & receive from the inbox (make sure it doesn't land in spam)

Exercise 5.4: Business Email Setup

1. Which email provider will you use?

- ☐ Google Workspace (~£5/month)
- ☐ Zoho (Free plan)

2. Your business email address:

3. Domain connection date:

4. Email testing completed? Yes / No

5. Test email sent to:

6. Did it land in spam? Yes / No

SECTION 5.5: Build a Simple Website or Landing Page

What To Do

Option A: Drag-and-Drop Builders

Use if you don't want to code.

Drag-and-Drop Builders
Systeme.io (free)
Go High Level (used in Brandscaling)
Wix / Squarespace / Carrd

Option B: Replit Build (if using your own stack)

Use a pre-designed landing page template. We'll provide these in your toolkit.

What your page should include

Page Elements
Headline: What you offer, for whom
Sub-headline: Why it matters now
Call-to-Action: Book a call / Join waitlist / Buy now
About You: Short founder bio
Trust Elements: Logo, testimonial, social links

Exercise 5.5: Website/Landing Page Creation

1. Which option will you choose?

- ☐ Option A: Drag-and-Drop Builders
- ☐ Option B: Replit Build

2. Specific builder/platform:

3. Your headline:

4. Your sub-headline:

5. Your call-to-action:

6. About you section (short founder bio):

7. Trust elements you'll include:

- ☐ Logo
- ☐ Testimonial
- ☐ Social links
- ☐ Other: _____

SECTION 5.6: Connect Your Tools Together

What To Do

Connection Steps
Domain → Connected to host
Host → Website builder
Email → Connected to domain
Stripe or PayPal → Linked to contact form or buy button

We'll show you how to test everything works before going live.

Exercise 5.6: Tool Integration

1. Domain connected to host? Yes / No

Connection date: _____

2. Host connected to website builder? Yes / No

Connection date: _____

3. Email connected to domain? Yes / No

Connection date: _____

4. Payment system connected? Yes / No

Which payment system: _____

Connection date: _____

5. All integrations tested? Yes / No

SECTION 5.7: Test Before You Launch

Checklist

Test Item	Status
Does your website open correctly on desktop and mobile?	[]
Do all buttons and links work?	[]
Can someone book/contact/buy with ease?	[]
Do you receive confirmation emails?	[]

Exercise 5.7: Pre-Launch Testing

1. Desktop testing completed? Yes / No

Issues found: _____

2. Mobile testing completed? Yes / No

Issues found: _____

3. All buttons and links tested? Yes / No

Issues found: _____

4. Contact/booking/purchase process tested? Yes / No

Issues found: _____

5. Confirmation emails received? Yes / No

Issues found: _____

6. Ready to launch? Yes / No

Launch date: _____

Completion Checklist

Congratulations — your digital presence is now live and functional.

Final Checklist

Domain & Hosting:

- ☐ Domain purchased
- ☐ Hosting set up
- ☐ Domain connected to host

Email:

- ☐ Business email provider chosen
- ☐ Email connected to domain
- ☐ Email tested and working

Website/Landing Page:

- ☐ Builder/platform chosen
- ☐ Page content created
- ☐ All required elements included

Integration & Testing:

- ☐ All tools connected
- ☐ Desktop testing completed
- ☐ Mobile testing completed
- ☐ Payment system tested (if applicable)
- ☐ Ready for launch

Next Steps

With your digital presence complete, you now have a professional online foundation for your business.

Launch Date: _____

Your Signature: _____