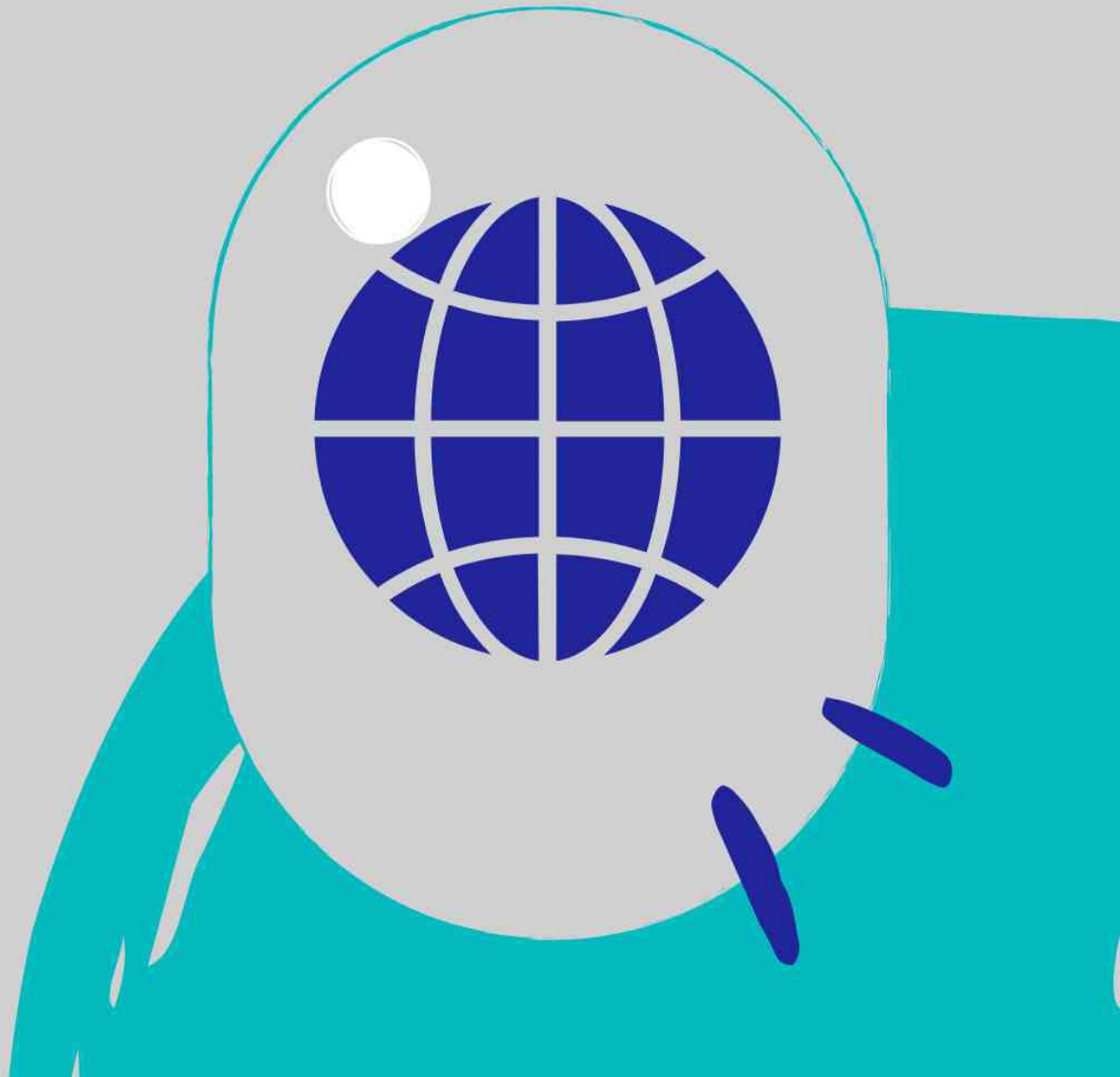


Internet Presence Checklist **IT'S EASY**

Don't overthink the simple steps to stay
on top of your internet presence.



Mirror Image
Agency





REQUIREMENTS:

- Domain setup (website + email)
- Google business profile setup
- Relevant social media account setup
- Contact methods & sales process

#1 Domain setup

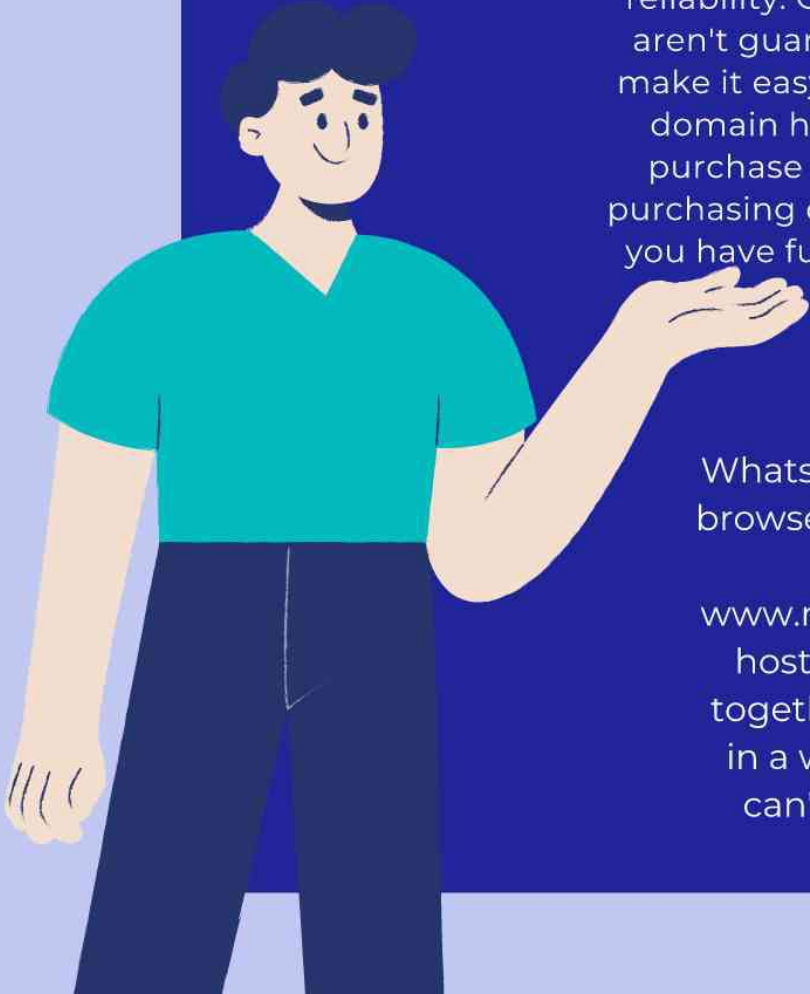
Website & email

Who do we think the best domain hosts are?

How can you get your first website up and running?

How to get your email up and running, why you need multiple mailboxes.

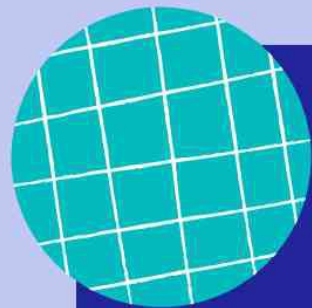




Most recommended domain host? Google. The answer is simple, reliability. Other domain hosts may increase their domain costs over time or aren't guaranteed in their ability to keep up with competitive costs. Google make it easy to stay secure, easy and reliable. We have in the past used other domain hosts such as Go Daddy, but felt like we had more advantages to purchase our domain else where. The bottom line is, as long as you aren't purchasing off a dodgy back street dealer, you will be just fine. Just make sure you have full access to your DNS records and settings and the confidence of having complete control of your domain.



Whats DNS? Domain Name System. It's the GPS for your internet browser. It tells your browser which server to go to when you type in website names. For example, our website www.mirrorimageagency.org needs to be pointed to our website host's website server through a DNS setting for them to work together. Just like a postcode to find a house on a GPS, you type in a website name to find a website IP all thanks to DNS. If you can't access your domain's DNS settings, you will struggle to make your website work!



You can get your website from many places. Firstly, we sell ourselves as a cheap, outstanding service that we have as a guarantee to be putting you above your competition in how you're presented to the digital world. However, what if you aren't ready to invest a lot of money? What if you don't want to invest in a big plan? The answer is simple, we don't want to scare you off. We also cater for smaller companies that just want something cheap and cheerful. Still want to see your other options? Fair enough.



You can get a drag and drop website from the following: Wix, Squarespace, SITE123, IONOS and many more. You can also hire freelancers to whip you up something quick and easy. But these websites and sellers are looking to make a quick sale, not looking to build a relationship and build a product in accordance to your patient's needs and your brand's image.

Your decision, of course. Your choice is the following: Try something yourself, get something easy from a freelancer, contact us and let us build you something that will connect you with your audience like never before, for a cheap price.

Want to find out more on how we can get your started?
www.mirrorimageagency.org



Now, onto Email. Boring, I know. Something we have all been using for years, know. But it's a very powerful thing and if done correctly, can set your business up for effective communication. If you bought your domain through Google, you should be able to access your email through Google Workspace.

Other domain hosts should provided their own web application mailbox access. Don't want to access it via the web? Research the SMTP and IMAP settings for the relevant host and add them to your email client by following the steps given to you. Stuck? Fire us a message on our website: www.mirrorimageagency.org



Now, what relevant emails do you need? We recommend the following:

1. info@ / contact@ / hello@ - A generic informative mailbox for important communication, available to the public.
2. Finance@ - Keep all your receipts under one mailbox.
3. noreply@ / newsletter@ - Crucial for your newsletter to have reoccurring patients.
4. marketing@ - Don't let your main inbox be spammed with marketing emails!

#2 Google business profile setup

Why do you need a Google business profile?

Where can I get help when setting up a Google business profile?



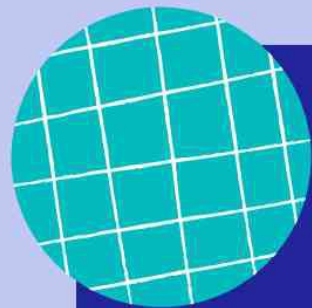


Why do you need a Google business profile? The answer is simple, Google holds and will most likely continue to hold the majority of internet traffic. Google converts the search engine, Youtube, websites and will always be seen as the most reliable source of information on the internet, or at least the most popular choice. Why would you want to miss out? Also, people can review your business on Google, putting you on top of your competitors and letting your cold audiences know who's boss!



Running Google ads with an effective SEO strategy can boost your Google presence way beyond your competition. Having a Google presence isn't just about people being able to see you on the web, but you stating to the world who is fighting for that number 1 spot!





Where can you get help if you're struggling to get your Google business profile setup?



We always advise to go to Google directly. Go onto their help page to see if they can answer any questions there, go onto their support page to speak to support staff.

Still struggling? You can always give us a message at www.mirrorimageagency.org , we are always happy to help.

Google and Youtube is always your friend! Trust me, the internet always has the answers!

#3 Relevant social media platforms setup

What social media platforms are there?

Which ones do you need?





The most typical social media platforms are: Facebook, Instagram, TikTok, Snapchat, Youtube, Twitter, LinkedIn.



Facebook is targeted for nearly everyone. Not the young craze anyone, but still the most popular. We recommend all companies to have a Facebook page.

Instagram is too popular to pass up. Post pictures and videos on your amazing work and let your team be known to the world! TikTok is highly optional. With the correct strategies in place, it can be extremely effective for your company's online presence. Snapchat, not something we recommend to anyone unless you are specifically targeting a younger target audience. A great way to show off short content however.

Twitter is an underrated social media tool as it's the new Facebook almost. A platform where people chatter and gossip, a great opportunity for people to speak about brand!



LinkedIn, great for B2B communication and awareness. Recommend for all company's trying to build B2B connections.

#4 Contact methods and sales process

How can people contact you?

Is it clear how people can get your service?





For contact methods, we advise the following: 1 main business phone number, NOT your personal mobile. 1 main personal email address, 1 main generic company email address (info@ / contact@).

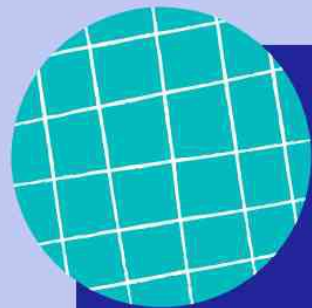


For your emails, follow our tips earlier on in this presentation. But you should have a perfect balance between effective communication, tidy communication, and not everything melded into one line of communication and getting unorganized. This can lead to stress and difficulty in tracking personal and work telephone calls and emails.

Make sure each line of contact has a distinct purpose, and you will be fine!

Make sure these contact details are covered all of your website, social media platforms, email signatures and business cards.





Your sales process should be clear and simple. Your social media strategies need to build authority and trust to your patient's so you can make a sale. Your website needs to have clear CTAs to lead them to make a sale.



We advise to have at least 1 CTA per website page that directs the patient to booking an appointment.

We advise to be posting at least 3 times a week on social media, pointing them to your website, which in turn leads them to booking an appointment.

We advise to give before expecting to receive. Give your patients free tips on helping them with their day to day lives, give them value! You can never go wrong with too much value.

That's a wrap!

Thank you for your time, we appreciate you checking our content out.

If we haven't answered any of your question, if you feel like you're stuck or wanting to get in touch about boosting your online presence, don't hesitate to reach out at:

www.mirrorimageagency.org

