



Digital Confidence

Take Control of Your Business Online

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THREE QUESTIONS

Raise your hand if you know the answer with certainty.

1 Which company is your domain registered with?

2 When does it renew?

3 Who has administrator access to your website right now?

Those are not technical questions.

They are records questions.

Same category as knowing where your insurance policy is, or who still has a key to the building.

It stays invisible until the day it matters.

A renewal lapses

Your site goes dark on a Tuesday.

Someone moved on

The only person who can post to your Facebook page stopped working for you in 2021.

You hire someone new

Nobody can tell them where your current site actually lives.

TODAY

This is not a class on building a website.

01

What you actually own

02

Who has access to it

03

What to fix first

You leave with your worksheet filled in as far as you can get today, plus a short list for when you get back to your desk.

THE SIX SYSTEMS

Six things that feel like one.

1

Domain name

The street address

Rented each year from a registrar.

2

Hosting

The land

Where your website files are stored and served.

3

Website platform

The building

What matters is the guest list: who can log in.

4

Business email

The mailbox

Should run through your own domain.

5

Google Business Profile

The sign on the road

Often drives more customers than the website.

6

Social accounts

Satellite locations

You do not own the land they sit on.

THE MOST IMPORTANT LINE ON YOUR WORKSHEET

**Lose your domain, and you lose
your email at the same
moment.**

Your email runs through that same address. One lapsed renewal, and both go down together.

A WARNING ABOUT FACEBOOK

A business page hangs off a person's personal profile.

If the only person with access is

a former employee,

your nephew,

or a contractor you stopped using,

that page belongs to them in practice.

Not on paper. In practice. And Facebook will not simply hand it back because you explain the situation.

Three ground rules.

01

Do not try to finish

Every blank is a task. A page with eleven blanks on it is a to do list.

02

No passwords

This sheet records where things live and who controls them. Passwords go in a password manager.

03

Make it messy

Cross things out. Write in the margins. Add question marks where you are guessing.

NO PASSWORD NEEDED

Where to find the answers you do not have.

Your domain

Run a **WHOIS lookup** on your domain for the registrar and expiration date.

Search your inbox for **renewal**, going back several years.

Google profile

Search your business name the way a customer would.

See **Claim this business?** Nobody owns it yet. Claim it.

Facebook page

Open page settings and find **Page access** or **Page roles**.

Read the whole list. A name on it often surprises people.

Your turn.

Fill in as much as you can. Flag me down when you hit a wall.

Stuck on something specific to your business? That is exactly the question I want.

WHEN SOMEONE ELSE HOLDS THE KEYS

Four situations, and how hard each one is.

USUALLY RECOVERABLE

The vendor who will not respond

Most of what you need does not require their cooperation.

DEPENDS WHOSE NAME IT IS IN

The former employee

An account made with their personal email is legally theirs.

HARD STOP

The profile that was never verified

It cannot be transferred. Claim and verify a fresh one.

DIFFICULT

The Facebook page on a personal profile

Facebook's process is slow, needs documents, and does not always work.

THE VENDOR WHO STOPPED ANSWERING

More recoverable than people assume.

Domain	Prove you are the registrant, directly with the registrar.
Hosting	Recover with the billing information. It is your card on the account.
Google	Google runs a claim process when the owner does not respond. About a week.

PROBABLY GONE

The work itself: custom design and code they never handed over.

Put file ownership in the contract on day one, not in a recovery attempt on day four hundred.

THIRTY SECONDS OF PREVENTION

**Add a second person you trust
with full access to your
Facebook page.**

Today. While you are sitting here.

THE WORDS TO USE

Be specific, and be pleasant.

01 A NEUTRAL REASON

"I am updating our internal records."

02 SPECIFIC FACTS, NOT HELP

The registrar, the host, and the accounts you can access.

03 ONE CLEAR REQUEST

"Please add me as an administrator."

Send it in writing. Keep the date.

Documented attempts are part of what Google and registrars ask for. A version you can copy is on the back page of your worksheet.

YOUR NEXT THIRTY DAYS

Seven items. Start with three.

1

Lock down your domain

In your business name, at an email you personally control, with automatic renewal on.

2

Add a second trusted owner

On your domain account, your Google profile, and your Facebook page.

3

Remove old access

Anyone who no longer works with you. Start with the name you wrote down today.

ONE HABIT

20 minutes

once a year, with this sheet.

Put a recurring reminder on your calendar. Pick a date you will remember: the week of your renewal, or your fiscal year end.

Digital confidence is not knowing how a server works. It is

**knowing what you own,
knowing who has the keys,
and knowing who to call.**



Thank you.

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I am here the rest of the day, and after the event, if you want to talk through a specific situation!