



ajaxunion

THE ULTIMATE GUIDE TO DOMAIN CONFIGURATION & MISSED CALL AUTOMATION

Building the Foundation for Reliable Lead Capture



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INTRO

Most marketing systems fail before they ever start scaling, not because of bad ads or weak messaging, but because the foundation isn't set up correctly.

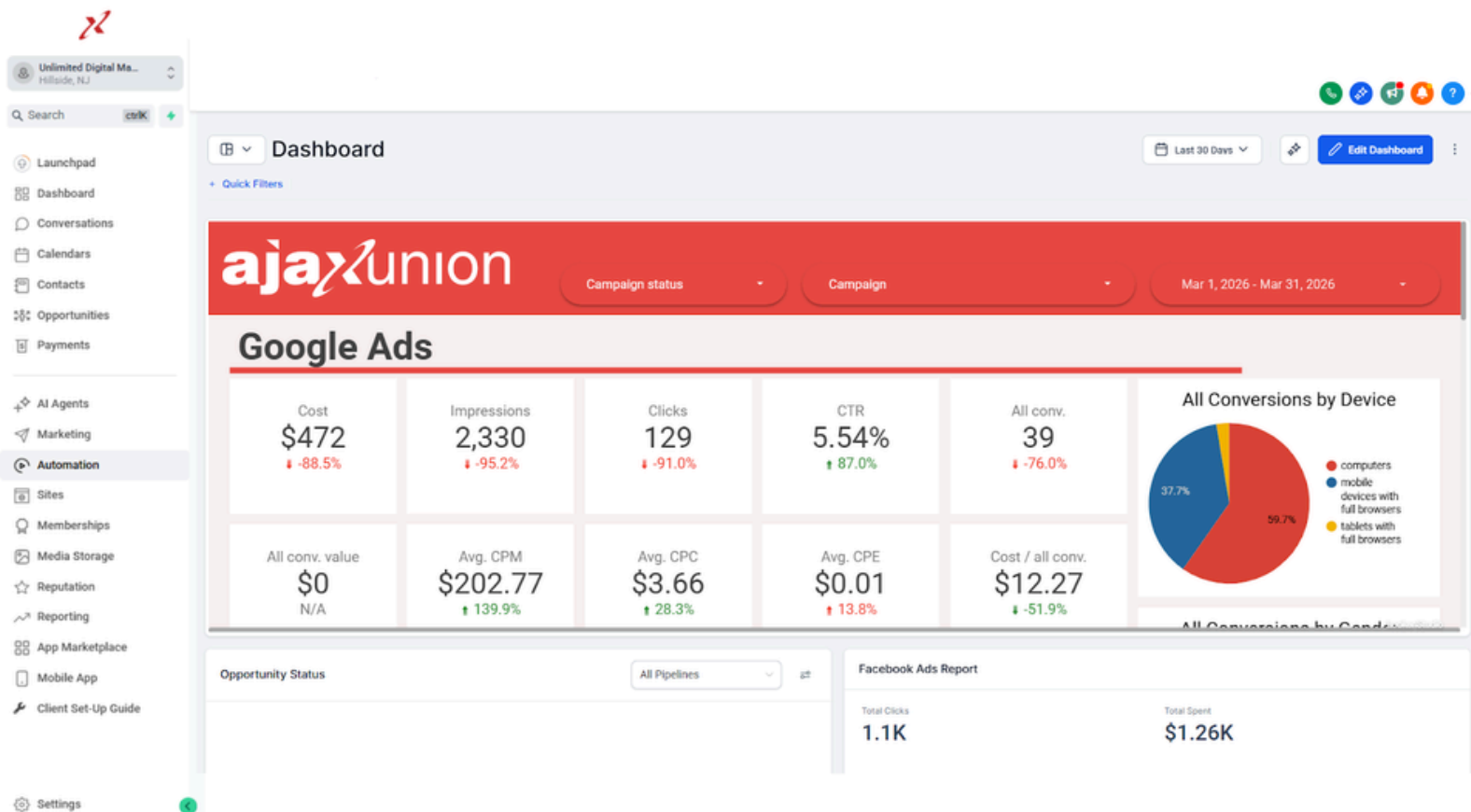
If your domain isn't properly connected, emails may not deliver. Funnels may not load securely. Tracking may break. And if missed calls aren't automated, valuable leads disappear the moment you don't answer the phone.

Month 1 of Unlimited Digital Marketing is about building your foundation correctly.

In this guide, you will:

- Properly connect and authenticate your domain inside GoHighLevel
- Ensure SSL and DNS are configured correctly
- Activate Missed Call Text Back automation
- Test and validate your setup
- Eliminate technical gaps that cost revenue

This is not a theory. This is an implementation.
Let's build your system the right way.



PHASE 1: WHY THIS MATTERS (FOUNDATION BEFORE GROWTH)

Before launching campaigns, running ads, or building advanced automations, your infrastructure must be stable.

DNS setup ensures:

- Your website and funnels load securely (HTTPS)
- Your branded domain is properly connected
- Email deliverability is protected
- Your tracking and forms function correctly
- Your business looks legitimate and professional

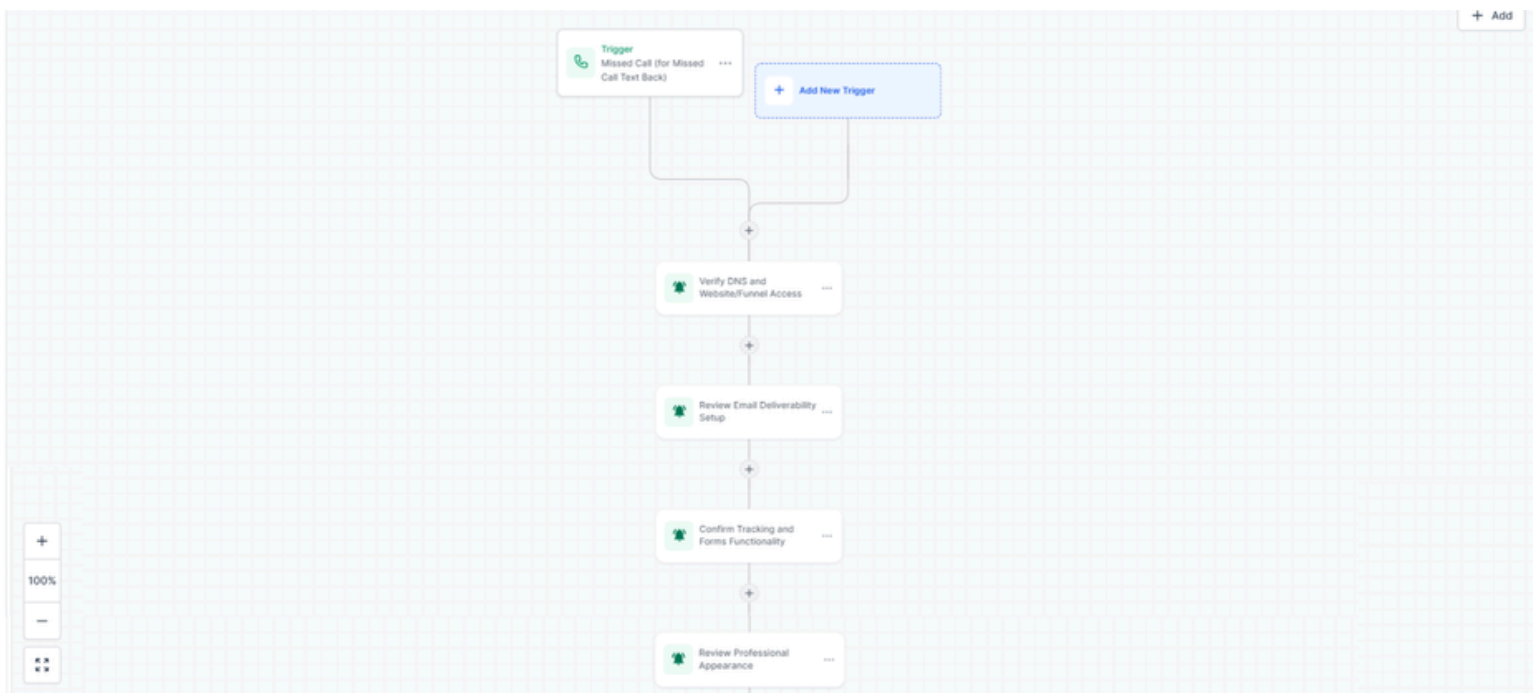
Missed Call Text Back ensures:

- Leads who call after hours still receive a response
- You reduce response time dramatically
- You increase booking rates
- You prevent revenue loss from missed opportunities

Together, these systems create:

- ✓ Technical stability
- ✓ Lead protection
- ✓ Immediate operational credibility

Without this phase, everything else sits on unstable ground.



PHASE 2: DNS SETUP WALKTHROUGH

Step 1: Connect Your Domain in GoHighLevel

1. Log in to your sub-account.
2. Navigate to Settings → Domains.
3. Click Connect a Domain.
4. Select the domain type (Website or Funnel).
5. Copy the DNS records provided (A Record, CNAME).

You will now configure these records inside your domain registrar.

Step 2: Configure DNS at Your Registrar

1. Log in to your domain provider (GoDaddy, Namecheap, Cloudflare, etc.).
2. Navigate to DNS Management.
3. Add or update:
 - A Record pointing to the IP provided by HighLevel
 - CNAME record as specified
 - Remove conflicting records if necessary

Important:

- Do not create duplicate A records.
- Ensure TTL is set to default (usually 1 hour).
- Save changes.

DNS propagation may take anywhere from 15 minutes to 24 hours.

PHASE 2: DNS SETUP WALKTHROUGH

Step 3: Verify SSL & Domain Connection

Return to Settings → Domains in HighLevel.
Click Verify Connection.

Confirm:

- SSL shows as Active
- Domain loads via HTTPS
- No security warnings appear

Test your site in:

- Incognito mode
- Mobile browser
- Desktop browser

If everything loads securely, your infrastructure is now stable.

The screenshot displays the 'Domains & URL Redirects' section of the HighLevel dashboard. The main heading is 'Domains'. There are two primary buttons: 'Purchase/Transfer domain' and '+ Connect a domain'. A red box highlights the '+ Connect a domain' button, and a red arrow points from it to the 'Purchase/Transfer domain' button. Below this, there are sections for 'Internal Domains (0)' and 'External Domains (2)'. The 'External Domains' section lists 'ajaxunion.com' with subdomains 'restoration.ajaxunion.com' and 'b2bx.ajaxunion.com'. There are also buttons for 'Manage' and 'Transfer-In'.

PHASE 3: MISSED CALL TEXT BACK SETUP

Now we activate revenue protection.

Step 1: Enable Missed Call Text Back

1. Navigate to Settings → Phone Numbers
2. Select your assigned business number
3. Locate Missed Call Text Back
4. Toggle it ON

Step 2: Customize the Automated SMS

Your message should:

- Acknowledge the missed call
- Offer immediate assistance
- Encourage a reply

Example Structure:

“Hi {{contact.first_name}}, sorry we missed your call! How can we help you today?”

Keep it:

- Short
- Friendly
- Action-oriented
- Avoid long paragraphs.

PHASE 3: MISSED CALL TEXT BACK SETUP

Step 3: Save & Activate

Confirm:

- Message is saved
- The feature is enabled
- No duplicate workflows exist

If using a workflow instead of native toggle:

- Ensure trigger is “Call Status → Missed.”
- Allow Re-entry is OFF
- Workflow is Published

Configure +1 332-281-7435
Configure your number preferences

Basic Details Call Forwarding **Advanced Settings**

Call Connect

Whisper Message

Hi {{contact.first_name}}, sorry we missed your call! How can we help you today?

80 / 200

Bring Your Own Number

Select Caller ID

Phone number I see when receiving the call

Contact's Phone Number CRM's Phone Number

Prefer forwarding calls to

Contact's Owner Phone Number's Owner

Connect me to the contact (Outbound calls)

Immediately after they answer After the Call Recording Message finishes

Cancel Save

PHASE 4: TESTING & VALIDATION

DNS Testing Checklist

- Website loads securely (HTTPS)
- No redirect loops
- No mixed content warnings
- Forms submit successfully

Missed Call Testing Checklist

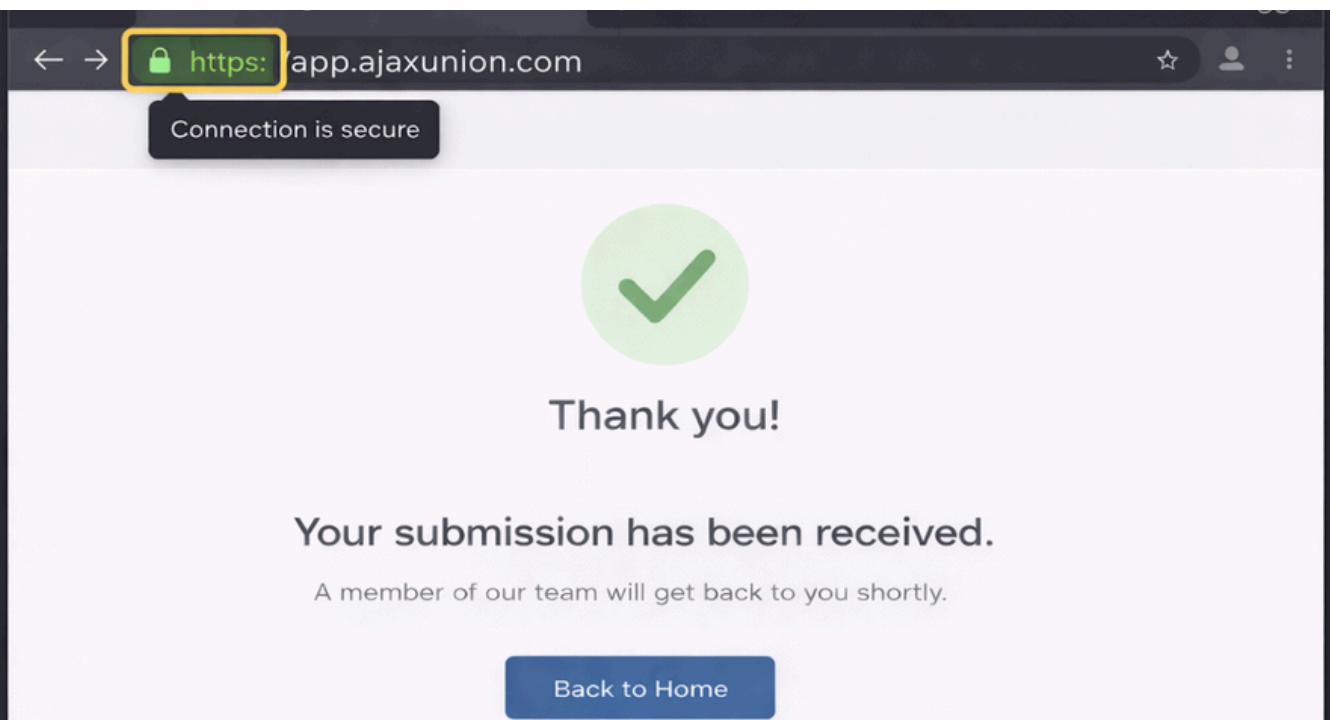
1. Call your business number.
2. Do not answer.
3. Wait 1-2 minutes.

Confirm:

- SMS is received
- Name field populates correctly
- Reply triggers a conversation inside Unified Inbox

Document response time If SMS does not trigger:

- Check phone number assignment
- Confirm toggle is ON
- Verify no conflicting workflows



PHASE 5: TROUBLESHOOTING COMMON ISSUES

Possible causes of DNS Not Verifying, :

- Incorrect A record IP
- Conflicting existing DNS entries
- Propagation delay
- Incorrect root vs. “www” configuration

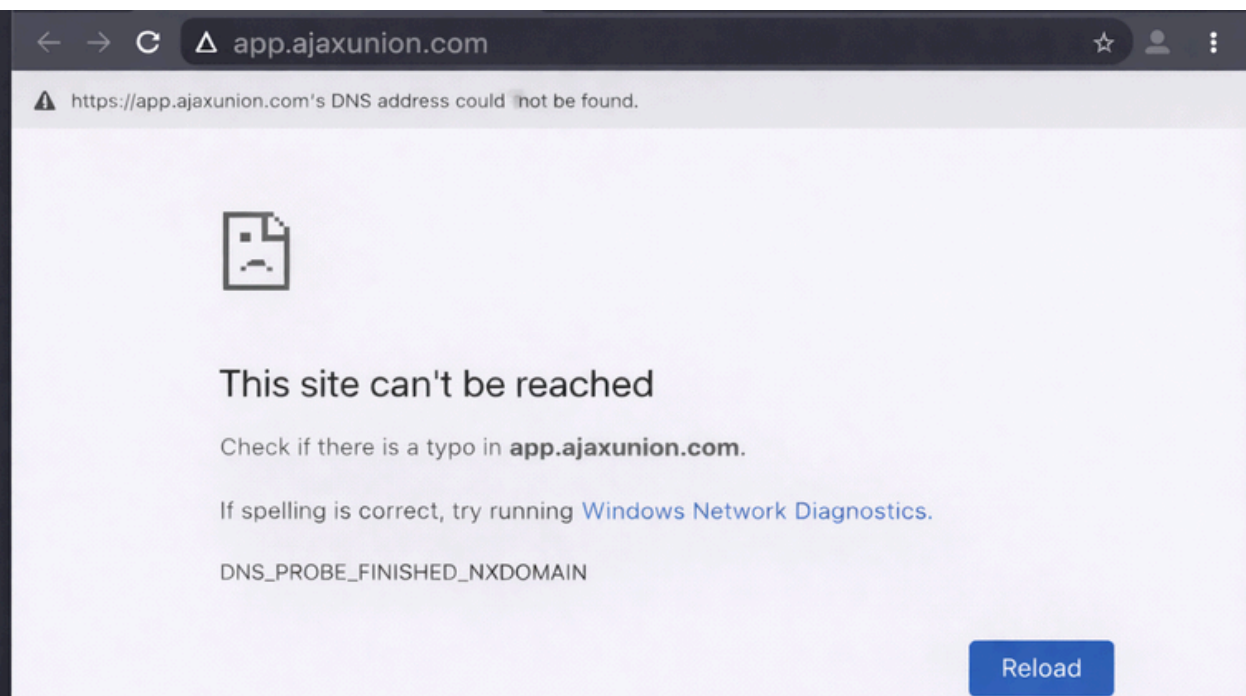
Solution: Double-check record formatting and wait full propagation window.

SSL Not Activating

- Ensure CNAME is correct
- Remove duplicate records
- Re-verify domain
- Wait up to 24 hours

SMS Not Sending

- Confirm number is assigned properly
- Check SMS credits
- Ensure phone number is verified
- Confirm workflow is published
- Check time window restrictions



PHASE 6: SUCCESS METRIC BENCHMARKS

After implementation, here's what success looks like:

Infrastructure Success:

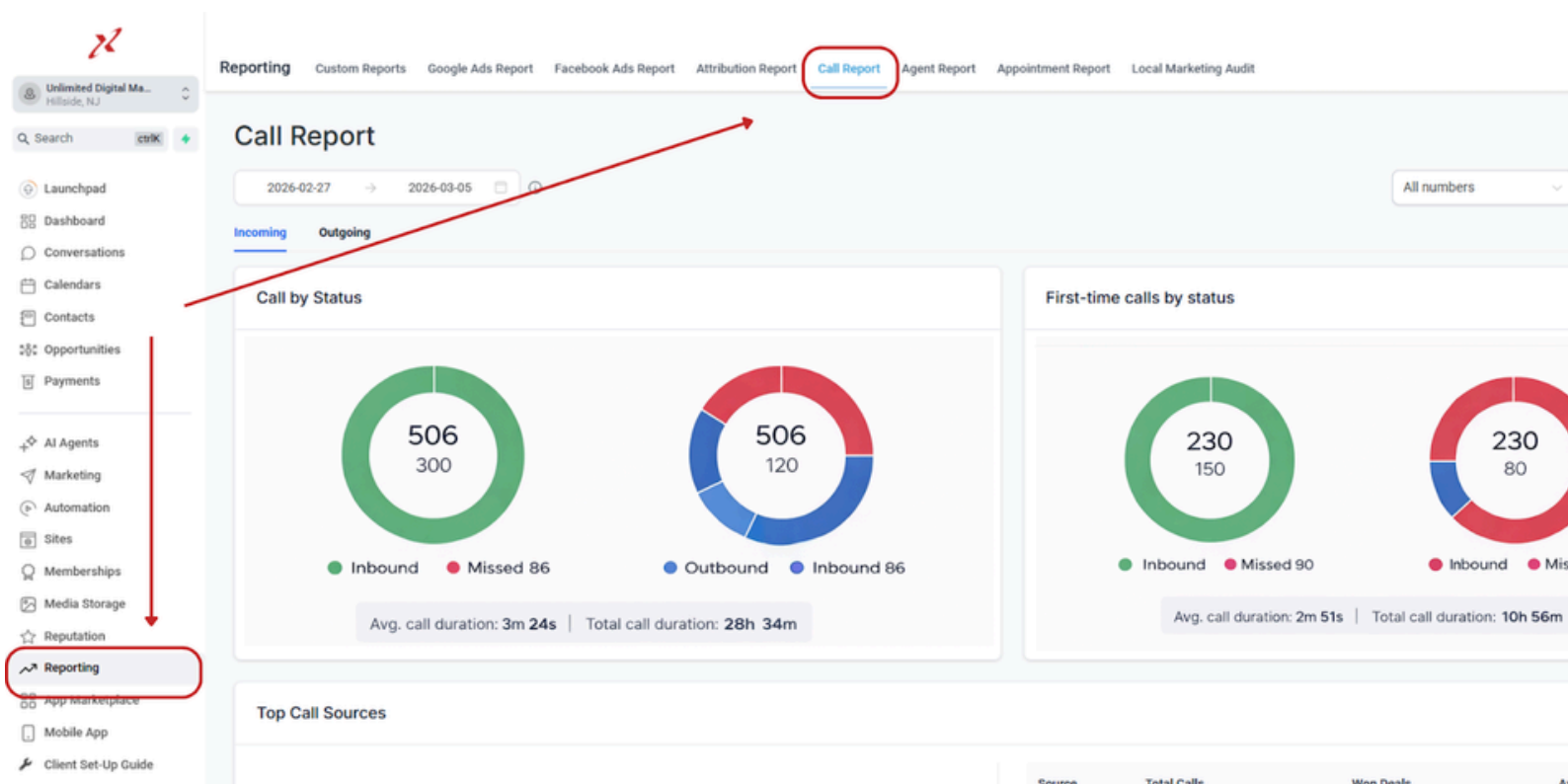
- 100% secure HTTPS loading
- No DNS errors
- Stable form submissions
- Branded domain fully connected

Automation Success:

- 100% of missed calls trigger SMS
- SMS response time under 2 minutes
- Increased reply rate
- Increased booked appointments

Within 30 days, you should see:

- Higher contact rate
- Reduced lead leakage
- Faster response times
- Improved conversion from inbound calls



BUILDING MOMENTUM THE RIGHT WAY

Most businesses rush into marketing before building the foundation.
You did the opposite.

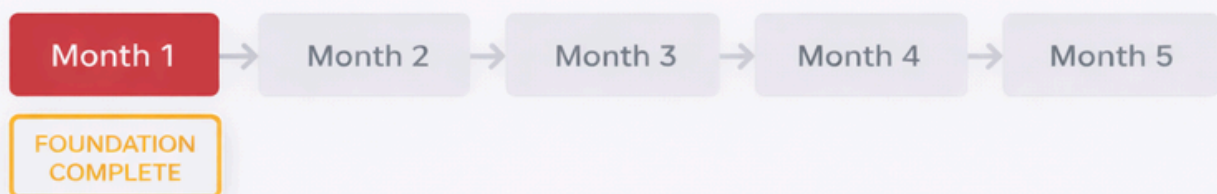
By completing Month 1, you have:

- Secured your infrastructure
- Connected your domain properly
- Activated automated lead protection
- Reduced lost opportunity risk

This is how scalable systems are built.
Growth does not begin with ads.
It begins with infrastructure.

Next month, we build on top of this foundation.
For now, your system is stable.
Your leads are protected.
Your automation is active.

That's what success looks like in Month 1.



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ABOUT AJAX UNION

Ajax Union is a digital marketing and technology company focused on helping businesses build scalable marketing infrastructure and sustainable growth systems.

Through its Unlimited Digital Marketing platform, Ajax Union provides businesses with a powerful CRM, automation, and lead management system designed to centralize marketing, communication, and customer engagement in one place.

In addition to delivering marketing strategy and implementation services, Ajax Union offers white-label CRM solutions powered by GoHighLevel, allowing businesses to operate advanced marketing automation, funnels, messaging, and reporting under their own branded platform.

To learn more about marketing services if you are interested in a free trial , visit ajaxunion.com or access our platform at unlimiteddigitalmarketing.com.

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