ASSIST CRM · CUSTOMER SUCCESS GUIDE

Connecting a Custom Domain to Your Landing Page Builder

How-To Guide · Assist CRM Platform

Objective
Connect your own domain or subdomain to the Assist Landing Page Builder so your landing pages live at your branded URL, giving leads a professional, trust-building first impression instead of a generic link.

Overview

Assist's Landing Page Builder lets you connect a custom domain so your pages load at your own URL. There are two options depending on your situation:

Option	Best For	DNS Record Needed
A — Root Domain e.g. yourdomain.com	Agents without an existing website at that domain	Two records (TXT + Return Path)
B — Subdomain e.g. lp.yourdomain.com	Agents who already have a website at the root domain	One CNAME record only

Before You Start

- Know your domain name (e.g. yourdomain.com) and whether you have an existing website at it
- Have your domain provider login ready: GoDaddy, Namecheap, Squarespace, etc.
- Log in to Assist CRM at **theassistcrm.com**
- Decide which option fits you: root domain (Option A) or subdomain (Option B)

OPTION A Root Domain

e.g. yourdomain.com

1. **Open the Landing Page Builder**
   In Assist CRM, navigate to the **Landing Page Builder**.
   Note: You can find it in the left navigation menu.

2. **Go to Custom Domain**
   Click on **Custom Domain** inside the builder.

3. **Enter Your Domain Name**
   Type in your full domain name (e.g. yourdomain.com) and click **Connect**.

4. **Copy the DNS Records**
   Assist will display the DNS records you need to add. Copy each one.
   Note: Keep this tab open. You'll need to come back to check the status.

5. **Add Records in Your Domain Registrar**
   Open your domain provider in a new tab. Go to **DNS Settings** and add each record. Use **@** as the host for root domain records.
   Note: GoDaddy, Namecheap, Squarespace, and most providers use this same format.

6. **Confirm Status Shows Connected**
   Return to Assist CRM. The domain status should update to **Connected**.
   Note: DNS changes may take a few minutes. If it doesn't update right away, wait 5 minutes and refresh.

OPTION B Subdomain

Recommended if you have an existing website

> Popular subdomain prefixes: **lp** **landing** **sales** **lander** **assist**

1 Open the Landing Page Builder
In Assist CRM, navigate to the **Landing Page Builder** and click **Custom Domain**.

2 Enter Your Subdomain Prefix
Instead of the full domain, type just the **subdomain prefix** you want (e.g. lp, landing, sales). Assist will show you the full subdomain it will create.

Note: Typing "lp" creates lp.yourdomain.com

3 Add the CNAME Record
Assist generates a single **CNAME record**. Copy it and add it to your domain provider's DNS settings. Use your subdomain prefix (e.g. lp) as the host.

Note: Unlike Option A, you only need one record for a subdomain.

4 Verify the Connection
Return to Assist CRM and click **Verify Connection**. The status should confirm it's connected.

Note: DNS changes can take a few minutes. It's normal to wait 5–10 minutes before verifying.

After Connecting Your Domain

> **Important:** After your domain is connected, you need to **republish your changes** inside the Landing Page Builder for the custom domain to go live. Click **Publish** or **Save & Publish** in the builder to apply it.

Definition of Done

- Domain or subdomain status shows as **Connected** in Assist CRM
- DNS records added to domain provider without errors
- Landing page builder republished after connecting the domain
- Landing page loads correctly at the custom domain URL
- URL looks professional and branded (not a generic Assist link)

Notes & Tips

- **Subdomain is recommended for most agents.** If you already have a website at yourdomain.com, use Option B to avoid any conflicts.
- **DNS takes time.** If Verify Connection fails on the first try, wait 5–10 minutes and try again.
- **Always republish after connecting.** The custom domain only goes live once you republish your landing page inside the builder.
- **More landing page videos coming.** Assist will be releasing additional tutorial videos on landing page setup and customization.
- **Questions?** Reach out to the Assist support team and we will help get you sorted.

Tools & Resources

Tool	Purpose	Link
Assist CRM	Landing Page Builder + Custom Domain setup	**app.assistcrm.ai**
Your Domain Provider	Add DNS / CNAME records	Login at your provider