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# **Your Company Website Is Hurting Your Business**

## **The Difficulty With Your Company's Site**

Each day I have folks send me a link to their [network marketing](#) company's replicated web site. In case you have no idea of the term, a "replicated" page is the cloned net page that each distributor gets to individualise with their own contact information. These sites usually look really nice, but have some major flaws when it comes to building your business.

### **Trap 1: Branding**

Have a look at your company website. What do you see? Your name is in tiny type in the corner, while the company and products take the stage. Fine for a company page, but they do not need the branding YOU do!

These sites brand the company, which does absolutely nothing for you. If you do not already know it, folks join people in this business, not corporations. To take a prospect who became interested in you, and direct them to a company site, weakens the bond that you started with them. They will see the company, instead of you.

### **Trap 2: Search Sites**

Whether you like offline or web-based methods to build your internet promotion business, nobody can deny the impact of web marketing. Thus it's critical that folk can find you on Google and somewhere else online. If you use your company site, the search websites will not help you much. You will not get indexed the same way, and people will be less certain to find you.

The better approach is to get your own self-hosted domain, eg [www.yourname.com](#). It's easy, inexpensive, and allows you an entire world of flexibility. It also permits you to make your own blog. Blogging is an important strategy, as it lets your fans learn about YOU, and is very well received by the search websites.

### **Trap 3: Attraction Marketing**

As an extension to the Branding concept, I need to mention Attraction Marketing. Too many networkers are still using the old belly-to-belly strategies, leading with their product or their comp plan, and having to hunt down potential recruits. Attraction marketing nevertheless, is all about building a brand around yourself, such that hungry, targeted prospects will find you, and want to partner with you. They seek you out because they know you offer the solutions, coaching and support that they need and desire. This is accomplished, in part, from you making your own presence online thru your network marketing website.

### **Trap 4: Prospecting**

Ultimately, and most urgent, no one can take your own internet site away from you. Imagine spending years promoting your company site, only to have the company shut down. It occurs! Or you make a decision to change firms? What about the opt-in leads that you have built up? What happens to them?

Bottom line, if you do not own and manage your own info, somebody else does. And you simply cannot afford to take that risk. Ever.

### **So Start**

Don't believe you can not do it. It's important to your business, and not that hard. Sign up for a web hosting service and buy your own site name, and begin with your blog. Enroll in a multilevel marketing system, which may supercharge your marketing, teach you all you need to understand to set up your blog, coach you thru the whole process, and help you in generating tons of traffic to your own private internet site.

Jump in, start. And do not let your network marketing company's web site kill your business!

Karyn Weger is a top [Network Marketing](#) Coach both on and offline. Her special style combines old school methods with up to the minute methodologies, to generate dozens of hungry network marketers to her business, without disturbing friends and family, and without embarrassment or rejection. She teaches network marketers the easiest way to use their own [MLM website](#) to explode their MLM businesses.

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