

# How to Build a Network Marketing Website

Contributed by Webmaster

By John Meatte

What is network marketing online and how does it work? Traditionally, multi-level marketing or MLM businesses are built on a person to person basis. Network marketing businesses depend on people building relationships, so how does the Internet come into play? It's relatively simple, really. The Internet is the world's largest network of people.

The United States economy has been in a slump since late 2007 and the rest of the world's economic outlook isn't much better. One of the most stable business entities in the business world right now is the Internet. Integrating network marketing businesses into the Internet only makes sense. Several already-successful Internet marketing and MLM businesses offer free online marketing workshops to help you get started.

## What is in a Domain Name?

Shakespeare helped us understand what was in a name. Now we need to understand what is in a domain name. How important do you think it is to have a domain name that relates to your business or your plan? If you answered "not very," think again!

Most entrepreneurs go with a business name that doesn't take forever to type. A domain name like "mynetworkmarketingbusinessisbetterthanyours dot com" would be a bit difficult to remember and to type. Then there's your email address to take into consideration: support at mynetworkmarketingbusinessisbetterthanyours dot com doesn't quite have a good ring to it.

Your domain name can effectively brand your business and leave that first impression on customers and potential partners. As they say, you don't get a second chance to make a first impression.

The same is true online in most cases. Once people have one bad experience at your website, you've likely lost that visitor. A catchy, one-word domain name is generally the best course of action. Sometimes this is impossible due to the very high number of registered domain names, so be creative!

## Domain Specific E-mail

As mentioned previously, when you register a domain name, you have the option to create e-mail addresses to correspond with it. Be specific with your e-mail addresses. If you plan to offer customer service you may want to create cs at domain dot com and so forth. Your professional e-mail address needs to match your domain name, not some free e-mail site.

## Your Online Real Estate

Your website is often referred to as your online real estate. Your business is a people business; it can be run from your home or a brick and mortar building. The ability to run your business online offers you the ability to present yourself in a very professional manner. Always put your best foot forward, even when you're anonymous.

The average Internet user only stays on one website for about 45 seconds. That's not a lot of time when you have a product to sell or a service to provide. The overall goal of your website is to invite people in and have them stay long enough to become a partner or buy a product. If the website isn't doing that, you need to rethink your design.

Window shopping takes on a whole new meaning when you implement the Internet. Each and every page of your website could be considered a window. Every page needs to implement the same layout and navigation for ease of use. Two equally important parts of your website are the "About" and "Contact" pages. You always want to show people who you are and where you're going as well as make it easy for them to contact you.

John Meatte brings a dignified and professional approach to network marketing. He is a top recruiter and network marketing expert who is willing to share his knowledge even with those not on his team. Learn more about Permission Marketing at : <http://www.johnmeatte.com/>; or call him at 520-744-6786/520-744-4924