



Your Website Coach



Is The Corporate Website Good Enough for Me? – 10/20/05

This month I have a good, meaty question – so let's dig in...

Susan Bokram, www.globalmortgages.com asks:

Q. I haven't gotten my own website so far because our company has a website and because of the cost. I wasn't sure it would be worth it. I didn't think my position as a loan officer really warranted one because it's a little different than owning your own business. The company website is very basic, it just has a short statement about us, contact information and directions to our office.

A. Susan, you touch on a number of areas that concern people in your particular position, so I think it is best to dissect your question and answer the individual pieces.

“I haven't gotten my own website so far because our company has a website” –

You are a representative of your company, but is your company properly representing *you* on their site? If I go to their site, will I be able to find some information about Susan Bokram?

“I didn't think my position as a loan officer really warranted one because it's a little different than owning your own business” – Is it really? You are responsible for getting your own business and I'm assuming there are a number of loan officers at your company, right? Are you just like every one of them? As with most service oriented businesses – one size does not fit all. As a consumer, I'd like to know your qualities, your experience, and so on. In the past, I've said that a major use of the World Wide Web is reconnaissance. How can I determine if I'd like to take the next step with you when I know nothing more about you?

“The company website is very basic, it just has a short statement about us, ..., directions to our office” – This goes back to proper representation of you and how *you* do business for your company. It wouldn't be necessary for you to have many pages in your site. I can even see a web page (or web brochure) that includes your photo, experience, track record and testimonials. If your company will not give you space on their web server, then see if they will link to your web site. If they won't link to your website, then give out both your company web address and your own web address to clients and potential clients.

When you are in a position such as Ms. Bokram's, you need to make sure that your company's website is working for you because your identity is important. Take advantage of this very important marketing tool and carve a spot for yourself on the web.

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