

Replicated websites

Implementation and integration with Evo

For Evo 2.0



© 2019 InfoTrax Systems

Revised May 6, 2019

Contents

About replicated websites	2
What is a replicated website?	2
Why have a replicated website?	2
How it works	2
Automatic vs manual replication	3
Your replicated site and Evo	3

About replicated websites

This document covers replicated websites and how to integrate them with your back office.

What is a replicated website?

A replicated website is a template for a website that can be duplicated and customized for your distributors. The website created from the template is a tool for your distributors where they can direct customers and future distributors to your company. This lets you give your distributors a personalized website without the hassle of creating and maintaining a customized new website for each distributor.

Your distributor can add a few customizations to their website that you allow. For example, a distributor can add a headshot and an About Me to tell potential customers and distributors more about themselves and their relationship to your company.

All your distributors' websites run from a single platform with a replicated website template that you've created.

Why have a replicated website?

There are several reasons to give your distributors a website created from a replicated website template:

- **To control your brand.** When you give your distributors an authorized website created from the replicated template, you ensure that your distributors properly represent your brand. You can make sure that distributors aren't making inaccurate medical and earning claims
- **To provide a user-friendly platform for distributors.** The website created from the template is easy to manage for your distributors. They don't need to have any sort of web design or programming experience. This lets your distributors do what they do best – sell your product and recruit new distributors
- **Avoid competition against your primary company website.** When people search for your company, they should see your site first. A hierarchy is created when you have distributor websites with your company's name in the URL, where those sites rank under your own company's website. This keeps distributors' websites from accidentally pushing your website out of the top search results.

How it works

You create a website as a replication template. This template has all the information and links that your website contains: shopping cart, product information, banners, information on becoming a distributor and so forth. When a new distributor signs up, they receive a copy of your website from the template, usually with a customized URL. For example, if your website is yourMLMcompany.com, your distributor's website would be yourMLMcompany.com/DebbieDistributor.

You are responsible for creating the base template, as well as the HTML and CSS files for your websites. We don't create the replicated website for you. However, we can refer you to specialized website creation companies that can help you with creating your own replicated website.

Automatic vs manual replication

You can replicate the distributors' websites automatically or manually. We recommend that you replicate the sites automatically rather than manually. By replicating the sites automatically:

- **No need to register their domain.** With automatic replicated sites, distributors can start promoting their website without having to worry about website maintenance
- **Update automatically.** When you change your website's alias, all your distributors' websites change as well. For example, if you change your website from yourMLMcompany.com to yourDMcompany.com, your distributors' website changes to yourDMcompany.com/distributor automatically

When you replicate the distributors' websites manually, you'll have the following issues:

- **Maintaining separate lists of user aliases.** You need to maintain a list of user aliases and this list must be synced with InfoTrax's systems. With multiple lists of aliases, there's the possibility of not having your aliases up-to-date all the time
- **Copying the files.** It's a very slow process to copy all the files over between the replicated websites and InfoTrax's system. With this process, you may experience lag times between 5-10 minutes.

Your replicated site and Evo

You can integrate your replicated sites with Evo through a WordPress plugin for Evo. This WordPress plugin is a data bridge between your replicated sites and Evo.

Once you've obtained your replicated website, we can provide your PHP developer with the Evo plugin. Your developer installs and configures the plugin. We'll generate an API key that the plugin uses so that Evo can communicate with your replicated websites. For more information, see our white paper, **WordPress plugin for Evo 2.0 Overview and installation**.