

Website

Mistakes and How to Fix Them

There are a few common mistakes you see time after time on business websites. Follow some simple rules and you can make your site as user-friendly – and search-engine friendly – as possible. Let's take a look...

The following examples are typical 'mistakes' which can threaten to scare prospective customers away rather than persuade them to contact you with a view to using your services. Keep these pointers in mind when developing your business website and you will automatically increase your chances of online success.

Avoid over-use of graphics

When a search engine spider searches for your site, it will be looking specifically for text, NOT graphics. How many times have you come across websites that are bursting with Flash animations rather than written content? The heavy use of graphics can discourage and confuse a search engine spider. In extreme cases, your site may not be indexed at all by the search engine, making it impossible for your prospective customers to find the site via an online search.

Avoid background music

It's a fact that many people will choose to look up your site discreetly when at work. The last thing they want is a sudden unexpected burst of music to give the game away! If this happens, they will click away from your site within a second, unlikely to return.

Update your site regularly

Having plenty of up-to-date written content on your website does 2 jobs: firstly it keeps site visitors coming back for repeat visits to check your latest news, and secondly it keeps the search engines interested in your site.

Make it easy for site visitors to contact you

Keep your contact details in a prominent position on your site – you may even wish to show it at the bottom of every page. The easier it is for people to contact you, the more likely you are to win their business.

Keep navigation simple

There's nothing more off-putting than a website with so several confusing layers of navigation. Keep the navigation structure as simple and intuitive as possible and always make sure your visitors can easily find their way back to your homepage.

Stick to these 5 rules and your website should do a good job of helping you promote your business online.

