

BIGGEST WEBSITE MISTAKES AND HOW TO FIX THEM



SUCCESS STARTS HERE

WHAT'S WRONG WITH THIS PICTURE?

1) NOT HIRING A PROFESSIONAL

According to the NSBA's 2014 Small Business Technology Survey, only 30% of SMB owners hire an outside company to create and maintain their website. Though new business owners are often looking for ways to save money, cutting corners on your website by hiring a "graphic designer" friend or attempting to create a site on their own can actually cause you to lose business in the long run. A poorly made site could turn off customers who see an unprofessional website as an indicator of an unreliable business.

Spend a little extra by hiring an affordable professional web designer that will paint your company in the best light possible – making you more trustworthy in potential customers eyes.

2) NOT MOBILE FRIENDLY

Whether it's looking up a restaurant while out shopping or searching for an article of clothing seen while watching TV, the convenience of smartphones and tablets is creating a rise in mobile phone usage, with 46 percent of consumers using mobile exclusively when conducting an online search. However, despite this trend, 91 percent of small business websites are still not mobile-optimized. This means that a majority of small businesses are losing out on potential customers who become frustrated with trying to navigate a site that won't load quickly or clearly on their phones.

By creating a site that auto adjusts based on the size of the smartphone or tablet (mobile responsive), having clearly placed info and "click-to-call" buttons, and links to maps & directions, you will increase your chances of turning a potential lead into an actual customer.

3) OUT-OF-DATE INFORMATION

Have you ever visited a website that is promoting a sale or event that ended a couple of months ago? It's a situation that's unfortunately more common than it should be with 64 percent of business owners reporting that the biggest website challenge they face is the time it takes to update their site. Not only does out-of-date information look bad to a consumer, it also prevents your site from staying relevant in Google searches. A website that is constantly producing fresh content is more likely to rank higher in organic search than one that hasn't been updated in months.

To avoid this common mistake, host a blog on your site that you update with company news, relevant advice for customers, and business related trends. Also, periodically check to make sure that all the links on your site are still working and not leading to dead pages.

4) NO SEARCH FUNCTION

This is HUGE! Have you ever visited a website and wanted to find something fast but realized they did not have a search tool? How frustrating is that? Potential customers will immediately leave your site if they can't search for what they are looking for without having to "browse" multiple pages in hopes of finding what they need. Do NOT make this mistake!

5) "WE'RE DONE!" WRONG!

On the web, we are never done. We have just begun. As soon as we launch our site, it will become dated, and we need to start thinking about changes we want to incorporate into the next iteration of the site. We must evolve as technologies change. Right now, 12% of sales and 46% of traffic comes from mobile devices, up from 1% just a year ago. This is a small example of a ship that would have sailed had your site not evolved with ever-changing consumer habits and constantly changing technology.

6) NO FACEBOOK BUSINESS PAGE OR INTEGRATION

If you don't have a Facebook Business page for advertising and marketing your website, you are missing out on direct traffic from the second most visited site in the world! With 1+ billion users worldwide, you can't afford to bypass Facebook as a marketing platform. You also need to embed your Facebook Business page feed on the home page of your website. Even if you only have time to update your Facebook page, your website will still remain fresh as the feed auto-populates your site with new info!

7) "WELCOME" PAGES - JUST SAY NO!

We still see websites using Welcome/Enter pages to salute their visitors on arrival. At the same time, such pages are absolutely redundant. Not only do they add to your site's loading time, but they are also not favored by search engines. When a search bot gets to your site, it wants to understand what it's dealing with as quickly as possible. If it sees a Welcome/Enter page instead of your content-rich homepage, this is akin to you calling a phone number and getting the annoying "to speak to a customer service representative, press 0". I mean, aren't you calling because you want to speak to someone in the first place?

8) LIVE CHAT - YOUR CUSTOMERS WILL THANK YOU!

It has already been mentioned that most customers research online before buying. It's possible they could land on your website first when searching for a particular product. That is why live chat is so important to your business bottom line. Customers will see a pop-up window when they visit your website that allows them to reach you immediately. This is particularly important when they already plan to buy something and are researching prices. You can close the sale by pointing them to your product and answering any and all questions they may have.

9) FACEBOOK ADS

At the risk of sounding redundant, we must again hit upon the topic of Facebook. Facebook Ads to be exact! For a fraction of the cost of traditional advertising or creating a Google Adwords campaign, you can be focus targeting your ads to millions of potential customers. Facebook ads exponentially increase your overall reach and if you have the right tools, capture leads on the fly that auto-update your mailing list!

10) CONTACT PAGES - WHO ARE YOU?

Are you trying to hide? Yeah that's what Google thinks when you are not listing your name address and phone number. You are also losing out on being indexed locally for your products and services. You know it's easier to get your website listed locally than it is worldwide? How does this happen? This happens by providing your local contact information on all your webpages. Put it in the footer or header so that you can take advantage of this local indexing that the search engines have provided for you!