7 BIGGEST MISTAKES
most entrepreneurs make
when designing a website

websites
4 Small Business

Creating a successful website takes time and effort …

Having a professional website is not just about the perfect layout, it is also about the content and credibility - you need to show your potential customers that you are trustworthy, reliable and that you will deliver what you promise.

Here are the 7 most common and costly mistakes many entrepreneurs make when creating their website.

Mistake #1
Poor Website Layout and Design

Your website needs to be easy to navigate and visually appealing.

Choose two or three colours and stick with them. Don't change your colour scheme on every page.

Ensure your navigation bar is either at the top or the left handside, as most people are used to that. Also consider including a navigation bar at the bottom, especially if your pages are long.

Mistake #2
Assuming People Will Buy From You on First Visit

98% of visitors won't buy from you on the first visit, so it is important you find a way to keep in touch with them .

This can be via an electronic newsletter, in which case you will need to collect their details or by asking them to subscribe to your blog, LIKE your Facebook page or follow you on Twitter or other social network.

Best way to capture someone's email is to offer them something for free - a report, online mini class, a sample or similar.
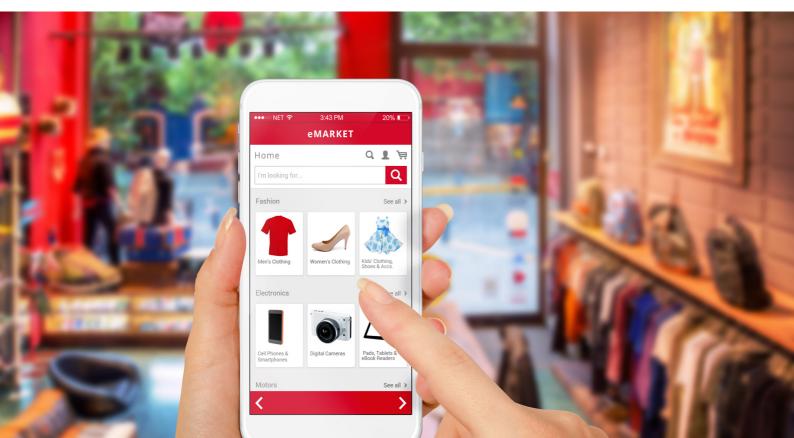
Mistake #3

Not Enough Information

Too often I hear people say, "I just want a website with a little bit of information so that it is not too busy".

This is a big mistake. When people are looking on the internet, they want the information right there and then. They don't want to have to wait until they can email you or speak to you on the phone to get more details.

Remember your visitors may be looking at your website out of business hours and if they don't find the details they are looking for, they will go elsewhere.

- Home Page (your sales page),
- Product/Service Details,
- Pricing,
- Frequently Asked Questions,
- Contact Us,
- About,
- Testimonials,
- Blog
- Guarantee,
- Privacy & Refund Policy,
- Media Information,
- News and Resources,
- Portfolio or Photo Gallery
- Links
- Product/Service Reviews
- Online Store

Mistake # 4
Lack of Credibility

Many website owners fail to prove their credibility. Remember you are competing with thousands, if not millions of other websites and if you don't prove you have credibility, your visitors will never convert into paying customers.

By adding testimonials from happy customers, before and after photos, articles that have been printed or published, details of awards you have won and industry associations you belong to all help to show your customers that you are trustworthy and reliable.

Make sure you include as many contact details as possible - your street address, postal address, email, phone and mobile number, skype details and links to social media profiles. These give your visitor a sense of security that you are a solid business.

Don't forget to include a privacy and refund policy and also money back guarantee. These go a long way to assuring your visitors of your credibility.

Mistake # 5

Ignoring What the Search Engines Need

Don't forget to include relevant keywords and key phrases, so search engines such as Google, Yahoo and Bing can easily index the information on your website.

Add your keywords to the title of your pages, in the headings, within the content and also in your images' alt tags and meta tag description. If you are unsure what meta tags are, check with your website designer.

There are many tools online which will help you find the ideal keywords for your website - check out Google Keyword Planner, Wordtracker or Wordstream.

Mistake # 6

Forgetting to Include Call to Action

Make sure you tell your customers what you want them to do as soon as they arrive on your site.

If you want them to download a report, tell them where and how. If you want them to phone you, ensure you provide your phone number. Include your social media profile links so people can easily follow you.

It is also a good idea to include social media sharing buttons so if people find your website or a specific page useful, they can easily share it on their social media profiles.

Include only one or two calls of action per page, otherwise your visitors may get confused and not take any action at all.

Mistake # 7
Including the WRONG Information on Your Homepage

Your website's homepage, also known as the index, front or welcome page is your website's sales page. You have 7 seconds to grab someone's attention and entice them to read more or take action. Sadly, most people don't realise the importance of their website's homepage and forget to include key elements.

1. Features and Benefits

Don't tell your visitors how great your business is, how you use the latest equipment, greatest techniques and offer the best service. No one will believe you. Make your homepage about what your products/services will do for your customers and how they will benefit. Instead of using the words "we", use the words "you". Write your copy as if you were talking to your customer over a cup of coffee.

2. Headlines

You only have a few seconds to get your visitor's attention, so make sure you include great headlines which will make them want to read more.

3. Avoid auto play music

Under no circumstances should you have music which starts playing as soon as your website loads. Imagine if your potential customer is looking at your website during work hours and suddenly the music starts blaring. They will quickly shut your website down and never come back.

4. Animations

Keep animations to a minimum. No-one is going to wait around until your animation loads and they are certainly not going to sit there and watch it for more than a few seconds.

5. Keywords

Ensure you include keywords (words people use to search for your products / services) on the homepage - add them to the headings, title of your page, in image tags and in the meta tags – description and keywords.

6. Don' try to sell

98% of people won't buy from you the first time they arrive at your website, so rather than trying to sell them anything, provide them with useful information, capture their details, and then stay in touch.

7. Easy Navigation

Make sure your visitors can easily navigate to other parts of your website by including a simple navigation system – either at the top or left handside. The navigation bar needs to be on all pages. Remember, not everyone will arrive at your website via your homepage.

8. Credibility

Include credibility boosters on your homepage, such as testimonials, before & after shots, awards you have won and media articles that have been published about your business.

Although all these don't need to be included on the homepage, it is a good idea to have a prominent link that takes visitors to pages, where these appear.

I sincerely hope that you have found this information useful and wish you the best of luck in getting your business online.

If you are a woman planning your first website and want to avoid costly blunders or if your current website is not working, then "The Savvy Woman's Practical Guide to Online Business", is a must read for you. It is packed with useful information about website design, marketing, social media, legal obligations, time and sanity saving tools and much much more.

http://www.web4business.com.au/savvy-womans-practical-guide/

And if you want my help with an Awesome Logo or a Great Website give me a call on 02 9907 7777 or go to www.web4business.com.au to see how I can help you with your business.

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