



# Top 10 Most Important Website Tips

## 1. I Don't Like Your Java Clock, Deciding Between Technology and Compatibility

Don't bother putting 'Eye Candy' on your site like java clocks and menus with sounds. You might think it makes you look clever, but it doesn't. Anyone can copy and paste an applet from another website and they usually don't really improve your site. Some browsers or mobile devices don't support them either so it really isn't worth it. Using Flash will slow down your website and it is becoming dated.

## 2. I Can't Find Your Product or Service

A very common mistake on websites is to think that your users know exactly where on your site they can find your stuff! What you must remember is that the people visiting your site have not seen your site before and hiding your goods away under a menu item may not be the best bet for sales. We need to make it easy for them. They need to be shown exactly where to find what they want. Use descriptive links, big icons or pictures of your main offerings. Include a search function and make it easy for them.

## 3. Popup Window? I'm Leaving!

One of the worst things we have seen on websites, both personal and professional websites is popup windows! In general this will increase your website visitor bounce (leave) rate. Don't use them full stop, they are extremely annoying and you will lose business.

## 4. Wait For Adverts To Load

We have seen all too many sites which are covered in adverts! You open the page and 2 banners are at the top. Underneath is some text, then an Amazon.com search box, then some more text, then a CDNow search box, then more text, then another type of affiliate program and finally the page is finished with 4 different banners at the bottom. It isn't worth it! You will never make money that way. Although it may be tempting to have more adverts to try and make more money, just 2 or 3 highly targeted adverts will work if you really need them. Spend more time on making money from your site by selling your goods and your services, not others.

## 5. Hide That Counter!

Ask yourself this: "Why do I need to show the number of visitors I've had on my site?" Can you think of a good reason? It is extremely important to track your visitors, especially as your site grows, but showing the actual number of visitors serves no good purpose. If you have very few visitors then people who see that on your site will think it is unpopular, has no good content and will leave. If you have a lot of visitors then people won't really care about how many visitors you've had. It is better to use a good tracking service like Google Analytics.

## 6. Don't Move The Page Look and Feel

When designing a web site, the first thing you should remember is to keep a consistent design. The only page which can be different is the main page. If you keep moving around your site's navigation or if every page is completely different from the others, your visitors will get confused. Sometimes they will think that they have left your site, sometimes they will not be able to find the link back to the home page.

## 7. Don't Crowd The Screen

A very important thing to do when designing your website is to leave a bit of space. Even though screen space is precious and you should try and make the best use of it, try to leave some blank space. Leave



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margins, use shorter paragraphs and don't fill up the screen with animated images. If there is space, your site will look 'clean' and 'open' and users will like it.

### 8. Make Your Site Sticky

Imagine this, instead of having to promote your site, your visitors would just come to your site. They would stay on your site longer, view more pages and keep coming back. This is actually possible if your users like what is on your site and return. Some ways of making your site 'sticky' like this is to offer a newsletter that is update regularly or include news headlines on your site or a blog of the projects you are working on. Use and link to social media sites like Facebook, Twitter, Blogger etc and make it more interactive. Adding down loadable documents, tips, guides or a online library of content which you are an expert on is another way to keep people coming back for more.

### 9. Mobile Madness

Your current website may look fine on a PC or Mac computer, but is it easy to use if it's viewed using a mobile phone? As 40% of website visitors are using mobile smart phone devices in 18 to 30 age bracket to find out where they are going to eat out, to buy that must have product or to research your type of business online, you need to make sure that your website not only looks good on these devices but gives them what they need as fast as possible, so that they choose you! A mobile version of your website is now a must have for any serious website offering and a potential 40% increase in new customers.

### 10. Don't Forget To Market, Market, Market

If it was a shop and not a website, how would you get customers to visit your shop? Taking the shop analogy, you would have local adverts, maybe leaflets, you would raise awareness in the local community to get people talking about your products or services through events, exhibitions, recommendations, partnering with others etc etc. You still have to do this but in a online way for your website. You want to be number one on Google in your local area for your services, you want to dominate your competition. A good example would be if you are a local firm of accountants in Wimbledon, when some types in the words "Wimbledon Accountant" which is what they are looking for and this is entered into the biggest online market - Google Search, you want to be on row one, on page one of Google. Having a website is a great step, but it's only the first step in being successful online and your will need to invest in link building, search engine optimisation and other key Internet marketing methods to dominate your online market.

For more information, help and advice to improve your online digital marketing strategy, **call 020 3468 7160** and ask for Peter or Arthur from CWD Web.

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