
33 Deadly Website Sins That Will Kill Your Business

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Your web site is a direct reflection of you and your business. The appearance of your site is the most important factor in determining your sites value. In other words, if your site doesn't look professional or pleasing to the eyes at first glance, its perceived value and the value of your products and services will be low.

On the other hand, you may have a great web site, well designed and a quality product or service, but if it takes too long to load, the value will still be perceived as low. Why? Because your potential customer won't wait. Ultimately costing you business.

Another consideration of great importance is your content. Not just links, but content with value. When someone is surfing the net and they visit your web site, they're visiting for a reason. Your site has something they want. Whether it is your product, service or information, that's why they're there. If they don't find what they're looking for, they move on to the next site and so on. If you want your visitors to stay at your site, provide the quality content they're looking for in a nicely organized fashion. Give them a reason to want to explore your site and to continue to visit your site in the future.

After receiving many questions, in regard to site design, from my visitors who weren't selected to receive an award, I have devised a list of what I refer to as "33 Deadly Web Site Sins".

- Poor load time
- Poor overall appearance
- Spelling/Grammar
- No contact information
- Poor content
- Poor navigation
- Broken links and graphics
- Poor browser compatibility
- Large slow loading graphics
- Too many graphics
- Pages scrolling to oblivion
- Multiple use of animated graphics
- Animated bullets
- Too many graphic and/or line dividers

- Busy, distracting backgrounds
- Multiple banners and buttons
- Poor use of frames
- Large fonts
- Pop up messages
- Over use of java
- Poor use of tables
- Poor organization
- Different backgrounds on each page
- Over powering music set to autoplay
- Confusing
- Too much advertising
- Multiple colored text
- Text difficult to read
- No Meta tags
- Multiple use of different fonts
- Under construction signs
- Large scrolling text across the page
- Poor use of mouse over effects

Take some time to really look at your site. Compare it to sites that you feel look professional. Time your sites load time. Your customers won't wait. Their time is valuable.

The simple, well designed sites make the sales. If your sales aren't what you had hoped , take some time to seriously evaluate your site and make some changes before spending your time and money on advertising and marketing. You may be pleasantly surprised.