

9 Common Website Mistakes To Avoid

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1. **Throwing up a site** just for the sake of throwing up a site. You must make sure your website presents your offerings in a friendly and most pleasing way. Otherwise you might actually be better off without a website. Today your website design and maintenance should be top priority. Most people - about 85% - check you out online. Those same people are researching your competition. You can bet on it.
2. **Lousy navigation.** Keep buttons together so your visitors don't have to meander all over the place to find what they want. Make contact info easy to find. Many people are coming to your website just to find a real person.
3. **Wacky colors.** Loud background color combined with funky fonts will be hard to read and might even cause vertigo. Keep it clean and simple. Study it yourself for ease of readability. If it doesn't look good, it isn't good.
4. **Copy overload.** Most people will simply scan your pages. Keep copy concise and interesting. Less is better. People are busy. If you must do a lot of copy detail put it on another page with a link...as in "read more".
5. **Yesterday's news.** Have you ever driven by a business sign that says "Huge Winter Clearance" - but the month is May? Outdated copy is not good for your credibility yet we see it every day.
6. **No Search Engine Optimization.** A good tech should do SEO regularly. Or if you do your own site work just conduct an online search for SEO to find helpful information. Learn how to DIY effectively...or hire a pro.
7. **Lack of personalization.** Your website should be the next best thing to being there in person. A good virtual tour with professional narration or a professionally produced High Definition video tour will make you shine. On the other hand, a bad virtual tour will actually de-value your product or service. And avoid those old dizzying 360 spinners. Personalize your presentation with pro narration combined with national caliber production.
8. **Under Construction.** People hate construction zones. They might detour never to return. Much better to keep your old site live while the new one is being made.
9. **Click-O-Rama.** Too many click requirements could mean bye-bye birdie. Always get your website visitors where they need to be quick. Don't make it look too corporate. Make it nice and friendly and easy to get around.