



Sixteen (16) Small Business Website Mistakes and How to Fix Them: Part 2

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Short Description of the Presentation:

This is Part 2, a continuation of last month's presentation on the sixteen most common website mistakes and how to fix them. If you missed last month's presentation I would strongly suggest you go back and listen to it as well.

Key Points:

This month Rich Friedel is going to continue walking us through the final eight (8) most common mistakes made by small business when designing their websites. Best of all he will again tell you how to "fix" the problem. If you enjoyed last month's presentation we know you will love this one as well.

The Final Eight (8) Website Design Mistakes (and how to fix each one):

Mistake # 9: Lack of tools to overcome your visitors' skepticism

Mistake #10: Content focused only on you and your business

Mistake #11: Links, pop-ups and banners that pull your visitors away

Mistake #12: Slow loading site

Mistake #13: No tracking of website metrics

Mistake #14: No focus on a niche

Mistake #15: The wrong domain name

Mistake #16: Myopia (vision defect)

Bonus: Seven (7) things every home page should have!