



Sixteen (16) Small Business Website Mistakes and How to Fix Them: Part 1

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Short Description of the Presentation:

Nearly every small business today has a website, some good, some not so good. Your website is simply an extension of your marketing program and guess what? Poor marketing produces poor results. If you are going to invest time, energy and money into your website then it simply makes sense to design it to be as effective as possible. As you review your website, be sure to ask the question “What is my MUR (most wanted response)”.

Key Points:

Since most of us are not marketing people, much less web designers, we depend on others to “do it right”. You will find this presentation to be a very effective filter to take a close look at your website to be sure you are not committing one or more of the sixteen most common website mistakes. The good news is this. Rich Friedel will not just point out the problem; he will provide some very specific information on how to fix the problem. This is Part 1 of a two part series covering the first eight (8) website mistakes most companies make.

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

Mistake #1: Failure to differentiate your company in a meaningful way. (Just because you have a well designed website does not necessarily mean customers will come to it.)

Mistake #2: No strategy to drive traffic to your website

Mistake #3: No strategy to capture visitor’s information like name, address and email

Mistake #4: Mind numbing content

Mistake #5 Failure to use compelling headlines

Mistake #6 Confusing navigation instructions

Mistake #7 Use of annoying and overwhelming graphics

Mistake #8 Avoid “boring” specs and data to describe service