5 Common Mistakes to Avoid When Re-Designing Your Website

1. Missing the target.
Some designers develop a website without taking into consideration who is the target audience of   that business and what are their Internet searching habits

2. Paying too much attention to the look and feel and ignoring the content.
Sure our first impression is based on the overall look of the website but really once you get over that and you start looking for the info, product or service you actually started searching if you cannot find it you WILL quickly go to another website.

3. Hard to find contact information.
Crucial information such as a basic phone number. It baffles me when I go on a website and let's say they are a catering service or a locksmith and I have a difficult time finding their phone number. I will most likely not send you an email if I am locked out of my house and I need somebody now....

4. Completely bypassing basic on page SEO (search engine optimization).
A lot of designers will create a flashy looking website with things popping up left and right and video and sound etc. but forget about (or don't know perhaps how to) making the site search engine friendly. If nobody finds your site then what good is it to have all the flash?

5. Packing it up after publishing the website.
So let's say now you have a good looking search engine friendly website and what do you do? A lot of business owners just ignore it, quit working on their website and don't do any web marketing. Some people still believe in the "build it and they will come" myth.....

Get a load off your mind and build your online presence!

Contact us. Let VH Marketing help you with your online marketing.

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