



WEBSITE
MISTAKE #

1.



YOUR WEBSITE DOES NOT HAVE A
CLEAR PURPOSE AND
VISITOR BENEFITS





DON'T MAKE ME THINK !

- STEVE KRUG





USE A LARGE HEADLINE EXPLAINING
WHAT THE SITE IS ABOUT





BLABLABLALA BLABLA.

USE A TAGLINE
NEAR THE LOGO



EVERYONE IS
LISTENING TO
“WII FM”





DON'T MAKE THE VISITOR HAVE
TO FIGURE IT OUT



WEBSITE
MISTAKE #

2.



YOUR WEBSITE DOES NOT HAVE A
STRONG, CLEAR CALL TO ACTION



USE A BUTTON THAT
LOOKS CLICKABLE





TRY IT FOR FREE
GET STARTED IN SECONDS





GET INSTANT ACCESS!





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COLOURS SHOULD CONTRAST
AGAINST PAGE DESIGN



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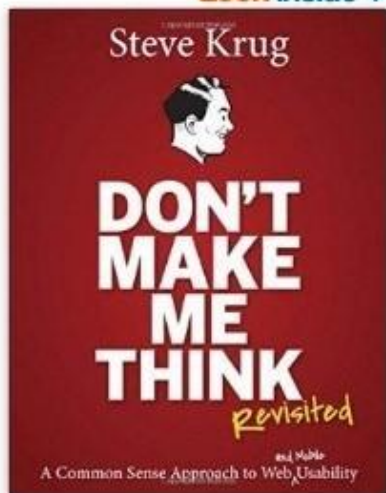
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Since *Don't Make Me Think* was first published in 2000, hundreds



See all 3 images

WEBSITE
MISTAKE #

3.



YOUR WEBSITE DOES NOT HAVE A
GOOD DESIGN AESTHETIC



DESIGN IS SOMEWHAT SUBJECTIVE BUT
BASIC PRINCIPLES STILL APPLY.



GET A PROFESSIONAL
TO TWEAK YOUR DESIGN



USE 2 DIFFERENT
fonts at most.



IF IT'S TOO BUSY
REMOVE TEXTURES & IMAGES



IF IT'S TOO BARE
ADD TEXTURES & IMAGES



WEBSITE
MISTAKE #

4.





“RESPONSIVE”

WEBSITES

SUPPORT ALL

SCREEN SIZES





50-60%
OF ALL WEBSITE
TRAFFIC ON MOBILE



WEBSITE
MISTAKE #

5.



YOUR WEBSITE DOES NOT HAVE
A GOOD ABOUT PAGE





2ND MOST VISITED
PAGE ON WEBSITES





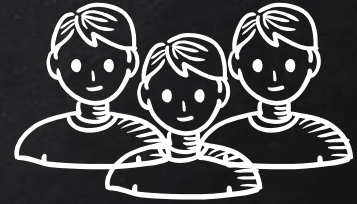
BUILDS TRUST WITH
POTENTIAL CUSTOMERS





WHY YOU SERVE YOUR
PARTICULAR CUSTOMERS





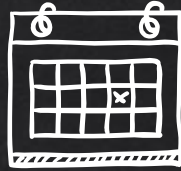
STAFF PHOTOS,
NAMES, SHORT BIO'S





STREET ADDRESS, PHOTOS,
PHONE NUMBER





BACK-STORY OF THE BUSINESS



WEBSITE
MISTAKE #

6.



YOUR WEBSITE SHOULD LOAD
FAST FOR VISITORS





WEB VISITORS ARE IMPATIENT



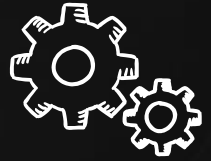


DON'T MAKE ME WAIT !

- EVERYONE



OVER 50% OF THEM LEAVE
AFTER 8 SECONDS





FASTER SITES RANK
BETTER ON GOOGLE





USE SMALLER IMAGES

TURN ON "CACHING"



GET GOOD HOSTING

[WEBSITE DOCTOR.COM/HOSTING](https://www.website-doctor.com/hosting)

FOR ADVICE



WEBSITE
MISTAKE #

7.



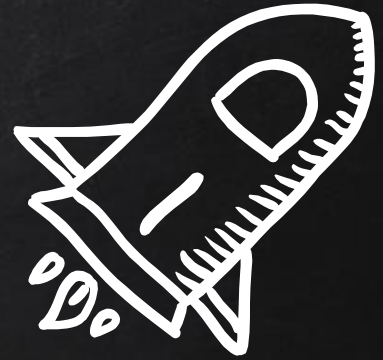
YOUR WEBSITE
DOES NOT HAVE A
COMPELLING EMAIL
OPT-IN INCENTIVE





“BUILD A LIST”





97% OF VISITORS
LEAVE AND NEVER
COME BACK





OFFER A COMPELLING
FREE RESOURCE





NEWSLETTERS ARE NOT
A GOOD OPT-IN INCENTIVE



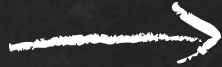


IT MUST HELP THE VISITOR
SOLVE THEIR PROBLEM



MAKE IT QUICK TO CONSUME
BUT GENUINELY VALUABLE





THEN BUILD TRUST & CREDIBILITY





YOUR DOMAIN IS YOUR MOST
VALUABLE ONLINE ASSET – OWN IT.





REGISTER YOUR BRAND NAMES





BUY YOUR DOMAINS FROM
A REPUTABLE COMPANY





KEEP THEM SEPARATE
FROM WEB HOSTING



MAKE IT EASY
... TO SAY



MAKE IT EASY
... TO TYPE



MAKE IT EASY
... TO REMEMBER



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