ENTERPRiSE by Design

# 10 website blunders

## YOU NEED TO KNOW ABOUT

Copyright © 2016 All rights reserved worldwide.

**YOUR RIGHTS:** This book is restricted to your personal use only. It does not come with any other rights.

**LEGAL DISCLAIMER:** This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website, and company names sponsor, endorse, or approve this product.

**COMPENSATION DISCLOSURE:** Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller disclaim any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

# THE SMALL PRINT

Effective web design is complex! You have to think about mobile accessibility, design aesthetics, user friendliness, SEO, and so much more. When you consider just how many mistakes one could make and how dearly those mistakes could cost you in lost business … well, frankly it's just scary stuff!

The fact is, if you focus too much on any one element of web design, the other elements are going to suffer. You can't allow that to happen. It's important to be sure you're covering all the bases if you want to have a website that's effective at getting traffic and ultimately converting lookers into buyers.

In this guide, you're going to learn about some of the most common mistakes web designers make, and how you can avoid making them on your own website(s).

Remember, it's not all about SEO! If you neglect one aspect, your site isn't going to get the results you're hoping for.

So let's begin.

# INTRODUCTION

# PESKY ANIMATIONS

Back in the 1990's and even the early 2000's, the use of animation and flash on websites was common. It was a way to jazz up websites and draw attention.

These tactics got overused and eventually became completely passé. Now, their use is a glaring signal that the person who made the website had absolutely no idea what they were doing (or that the site is ancient!).

With the proliferation of iPhones & Pads flash animations have become virtually redundant because flash content cannot be viewed natively on Mac mobile devices.

If you're animating your logo or trying to draw attention to a particular area of your website through animation, you're being lazy AND annoying your visitors. Stop it!

Use such tactics very judiciously, and only when necessary. Otherwise, you're just making your site run more slowly and getting on your visitors nerves.

That said, animations do serve a purpose a certain circumstances. They're brilliant for product information and demonstrations where a static image just won't convey complex information. For these use HTML5 & CSS or video. Used well, video is fast becoming an essential part of your marketing mix. Read more ...

>> https://www.bluehost.com/blog/educational/6-reasons-why-you-should-use-video-on-your-business-website-5453/

# MISTAKE # 1

# COLOUR MISH-MASH

Another huge mistake people make when designing for the web is choosing colours that don't work together or that severely clash and look terrible together. This could end up frustrating visitors to the point that they leave your site. At the very least, this hurts conversions.

I'm assuming you have a brand manual ... Yes? Of course you do!

Not only should you choose colours that are aesthetically pleasing, but you should be careful to use colours that work psychologically with your website's theme. Believe it or not, colours can actually have specific effects on the human brain. For example, most fast food franchises use the colour red in their restaurants because red can make people feel hungrier. This causes them to order more food than they really ought to, because they think they are hungrier than they actually are. (think Red Roster, Kentucky Fried & McDonalds).

If you want to learn more about how colours work psychologically, you can check out this article >> http://www.entrepreneur.com/article/233843

or read about brand manuals here ... https://designschool.canva.com/

Finally, be wary of using black backgrounds unless you're a goth!

# MISTAKE # 2

# WHOOPSIE USE OF FONTS

Fonts can make or break a design, and unfortunately lots of people just go overboard with them, or they use the wrong ones. This is where a brand manual becomes your bible!

Some designers actually become semi-obsessed with fonts. They may have thousands of fonts on their system (which is a bad idea in itself, because the more fonts you have, the slower your system runs) and they may want to use as many of those fonts as they can in every design they create. The rule of thumbs is 3 font families MAXIMUM! Personally I generally stick to 2.

Every font you use should have a specific purpose. Don't use something like a cursive font or (heaven forbid) Comic Sans for the body copy on your site. This is this not a good look aesthetically & it also makes it harder to read the text. Use easy-to-read fonts like Helvetica, Arial, or Verdana.

You can get a little more creative when it comes to your logo and headlines, but you should still make sure that:

1. The fonts are easy to read, AND...

2. The fonts work for your niche. (For example, don't use fancy script fonts on a masculine website, or huge, garish fonts on a feminine one.)

# MISTAKE # 3

# SEO TRAGEDY

Every website (except perhaps those that are specifically set up to be private, which can be blocked with a password or robots.txt) needs search engine traffic. Otherwise, why even be online in the first place?

It's sad but true that a lot of web designers focus too much on the way a site looks and they forget to make sure the site is capable of getting traffic! (The prettiest website in the world isn't going to do you any good at all if no one ever sees it!)

Yes, your site should be attractive. And yes, your site should be user friendly. But you must ensure that search engines can properly find and index your content. This requires using proper silo structure and making sure your navigation links are easy for search engines to find.

Oh & be sure to tell Google where to find your site map.

Here's some information on the silo structure:

>> http://www.bruceclay.com/seo/silo.htm

My favourite SEO guru is Kate Toon you can find her website here. She runs a 10 day SEO challenge & a very popular SEO course.

♥ http://www.therecipeforseosuccess.com.au

# MISTAKE # 4

# MOBILE FRIENDLESS

Let's face it. Mobile is here to stay. Up to 90% of a given website's traffic may be mobile these days, and that number is still rising. The personal computer is rapidly losing ground.

Most people use computers for things like writing documents and for working, but when it comes to browsing, more and more people are using tablets and smart phones because they can be used anywhere.

Plus, as of April 2015, mobile friendliness is one of the factors Google uses to determine rankings. If your site isn't mobile friendly, your rankings are likely to plummet unless all your other ranking factors are just phenomenal.

If you're using WordPress, you can make your site mobile friendly by simply choosing a mobile friendly (also known as responsive) theme.

♥ I love the DIVI theme from Elegant themes, it is really easy to use, very flexible & there are lots of support groups on FB if you run into trouble.

Quick bite videos: install a theme & install a plugin.

read more >> https://www.google.com/webmasters/tools/mobile-friendly/

# MISTAKE # 5

# TURN IT OFF!

Nothing is more irritating when you're online than being startled by loud audio that you weren't expecting. This is especially true if it happens at an inopportune moment, such as when you're surfing inconspicuously at work and it's not break time, or your little one is asleep and it wakes him up, or if you're browsing somewhere you shouldn't be (like say, church or at a funeral – oops.)

Unless you have a very good reason for doing so, never automatically play audio or video on your website. Polls have shown that if a user is hit with audio or video that plays automatically, it drastically increases the chances that they will immediately leave. (This increases what is known as bounce rate, and if your bounce rate is too high, it can adversely effect your search engine rankings.)

The only time you should maybe set something to automatically play is when it's the primary focus of your page. For example, a video sales page or squeeze page might require auto-play.

Otherwise, make it so that users have to manually activate audio or video. Your users will thank you!

# MISTAKE # 6

# WHERE AM I & WHERE CAN I GO?

Navigation is one of the most critical elements of any web design. If a user can't find what they are looking for quickly, they are likely to leave just as quickly.

There are several common locations for navigation:

- Above the logo – This is a good place to have links to important pages like privacy pages and contact pages.
- Below the logo – This is traditionally where you can find important links to articles and other content.
- Sidebar – Your sidebar is another good place to locate stuff like article categories and pages.
- Footer – More links can be placed in your footer, and this is a good place to include links to pages if you haven't located those links above the logo.

If you have a large amount of content you'll also want to be sure your site has search functionality, otherwise, it becomes nearly impossible for people to find the exact content they are looking for.

If your user can't find what they want quickly they'll go somewhere they can - like your competitor!

## MISTAKE # 7

# DOWNLOAD NIGHTMARE

Years ago, it was common to need to download a piece of software (plug-in) in order to use a particular website. Things like Real Player and various web cam programs required the user to download a plug-in to run because their functionality wasn't built into browsers.

These days, with so many viruses going around that can steal your personal information or destroy your computer, people are wary of installing anything. If you require a download in order to use a function of your site, people are most likely just going to leave.

If you need functionality that you can't get from standard HTML or CSS, consider using something like HTML5 or other standard formats. If it requires something that most people don't have, you're going to lose a whole lot of traffic.

You could also use Java or JavaScript, which most browsers can use natively these days.

You can read more about HTML5 here:

>> http://www.w3schools.com/html/html5_intro.asp

# MISTAKE # 8

# YAWN!

One of the biggest factors in SEO today is the speed at which your site loads. If your site is slow, you're going to rank lower than a site that is speedier if all other factors are the same, simply because Google and other search engines understand that people are impatient and will quickly get bored and leave if a site takes too long to load.

The most important things to optimize are:

- Images
- Videos

Text itself doesn't take long to load. It's the images and videos on a website that can take a very long time to load. If you're including photos in a blog post, for example, they don't need to be massive in size unless they enlarge to show important details (like infographics, for example.)

Images should generally be about 400–1000 pixels at most, and no more than about 75k.

Videos should be optimized for the smallest size possible without sacrificing quality. HD videos are great, but they take a while to load, and this could hurt your search rankings, especially if your videos are set to load and play automatically. They'll just slow down the rest of your site.

# MISTAKE # 9

# HELLO, ARE YOU THERE?

Lack of contact information is a red flag for a lot of people, and it's a red flag to Google. Sure, legitimate websites may not have contact information, but spammers almost never put contact information on their websites. If you have a contact page, people will trust you more.

Here are some reasons you might want to include contact information on your website:

1. It's a ranking signal for Google. Google loves to see contact information on your site, because it makes the site look more legitimate. Spammers definitely don't want to be contacted.

2. Users will trust your site more if they see you're being open and allowing people to contact you.

3. You could messages from potential advertisers who want to give you money to advertise on your site.

4. It could save you from legal issues if someone can contact you to resolve potential issues instead of having to subpoena your information and potentially sue you because they couldn't contact you to ask you to remove something you inadvertently used on your site, for example.

## MISTAKE # 10

Web design is largely a technical task. You have to learn how to use many different types of software, how to use scripts or program HTML or CSS, how to design graphics… there's a lot of work and a lot of knowledge required.

Even the most experienced designers can lose sight of the big picture when it comes to building websites. They may focus too much on aesthetics so that usability suffers, or vice versa. Or they may focus too much on SEO and not enough on user experience, or the other way around.

It's important to be sure you're looking at all potential aspects of design, and not focusing too much time and attention on any one factor. A harmonious design takes all factors into account equally in order to ensure the site is friendly to both users and search engines.

You might want to create a checklist with web design best practices that you should keep in mind every time work on your site. This way you can be sure you've you don't forget anything important.

Good luck with your website! If all this info makes you want to put your site on the back burner, feel free to enquire about our 'done for you' service

# CONCLUSION

If you need more help with content curation, to fill your website with great content quickly - here are some resources:

>> http://blog.hubspot.com/marketing/best-practices-effective-content-curation

>> http://www.contentcurationmarketing.com/category/tips-best-practices/

>> http://blog.hootsuite.com/beginners-guide-to-content-curation/

**DISCLOSURE:**

If you want to know which products I may earn from look for a heart ♥ immediately before or after the link.

# RESOURCES

**DISCLOSURE:**

The information & reviews on this site are based partly on many, many years of experience in the design industry & partly on specific research into products we believe our readers will find of value. Many of the products I discuss or review pay me a commission when you make a purchase from a link on this site but, be assured, you will never, ever, ever pay more than anyone else when using our links; in fact we may even be able to offer a special discount!

That said, if you don't feel comfortable with us receiving compensation for our referral you can simple google the resource yourself.

We only ever refer, partner or affiliate with products which we truly believe in & use ourselves or have been highly recommended by trusted colleagues. Our reviews will never be prejudiced by an offer of payment. If something sucks we will say so!

If you want to know which products I may earn from look for a heart ♥ immediately before or after the link.

>> http://enterprisebydesign.com.au/legals/disclaimer/

for more tips & tricks, be sure to like us on facebook

# DISCLOSURE