



Access Florida Finance Corporation
Minority Business Newsletter
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Top 10 Deadly Website Sins That will Kill Your Business

by Shelley Lowery

After reviewing thousands of web sites over the years, I have come to the conclusion that many business web sites are missing the boat.

For example, I've been working on some offline promotions and was searching for a simple [targeted mailing list](#). I searched through about twenty sites and not one of those sites were, what I would consider, professional. Their standard blue links were enlarged to about a size 16 font, they had busy [backgrounds](#), flashing images and the pages were very unorganized.

Did I purchase a mailing list from any of those sites? Absolutely not. Why? The way I see it, if those companies don't take pride in their web sites, chances are they won't take pride in their products either. Large, linked text and flashing graphics won't make sales.

Your web site is a direct reflection of you and your business. The appearance of your site is the most important factor in determining your site's value. In other words, if your site doesn't look professional or pleasing to the eyes at first glance, the perceived value of your products and services will be low.

On the other hand, you may have a great web site that is well designed and offer a quality product or service, but if the pages take too long to load, the value will still be perceived as low. Why? Because your potential customer won't wait. They will leave your site, which ultimately costs you potential business.

Another consideration of great importance is your content. Not just the links, but content with value. When someone is surfing the net and they visit your web site, they're visiting for a reason. Your site has something they want. Whether it is your product, service or information, that's why they're there. If they don't find what they're looking for, they'll move on to the next site and so on.

If you want your visitors to stay at your site, provide the quality content they're looking for in a nicely organized fashion. Give them a reason to want to explore

your site and to return to your site again in the future.

After receiving many questions in regard to web [site design](#), I have devised a list of, what I refer to as the "Top 10 Deadly Web Site Sins." These "sins" include:

- Poor load time
- Poor overall appearance
- Incorrect spelling and/or grammar
- No contact information
- Poor content
- Poor navigation
- Broken links and graphics
- Poor [browser compatibility](#)
- Large, slow loading graphics
- Too many graphics

Take some time to really look at your site. Compare it to sites that you like and consider professional. Test your site's load time. Remember, your customers won't wait. Their time is too valuable to sit waiting for a web page to load.

The simple, well designed sites make the sales. If your sales aren't what you had hoped, take some time to seriously evaluate your site and make some changes before spending your time and money on advertising and marketing. You may be pleasantly surprised.

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About the Author:

Shelley Lowery is the author of the acclaimed web design course, Web Design Mastery. <http://www.webdesignmastery.com> And, Ebook Starter - Give Your Ebooks the look and feel of a REAL book. <http://www.ebookstarter.com> Visit Web-Source.net to sign up for a complimentary subscription to Etips and receive a copy of the acclaimed ebook, "Killer [Internet Marketing Strategies](#)." <http://www.web-source.net>

Upcoming Events

August 1 & 2, Wednesday & Thursday - The National Small Business Federal Contracting Summit 2007 Summer Session @ the Embassy Suites DC Convention Center, 900 10th St NW in Washington, DC. The 8th National Small Business Federal Contracting Summit is presented by the National Procurement

Council and the U.S. Women's Chamber of Commerce. Call 813-234-8683 for further information.

The Florida Minority Supplier Development Council is holding its 24th Annual Conference and Trade Fair August 8-11 at Disney's Contemporary Resort in Lake Buena Vista. Contact Mr. Malik Ali at info@fmsdc.org or 407-245-6062 for further information.

Black Enterprise Magazine will host The 14th Annual Black Enterprise/Pepsi Golf & Tennis Challenge, Labor Day weekend, August 30 – Sept. 3, at the Doral Golf Resort & Spa in Miami. For further information, go to <http://www.blackenterprise.com/events/begt.asp>.

If you know of any upcoming events in your area, we would love to hear about them. Send information for our consideration to info@AccessFloridaFinance.com.

We want to hear from you

We want to know what you think.

Please visit <http://www.indigokey.com/AccessFloridaFinance/> to take an informal survey of your business needs in order to assist us in serving you better. You can also “opt-in” for future communications from AFFC.



Send your comments and suggestions to info@AccessFloridaFinance.com.

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