

Costly WebPage Mistakes to Avoid

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All the hard work that you go through, the endless hours to build a website that people will come and visit and after they are there you have but a few precious moments to grab their attention before they are gone! Also unfair, isn't it? Well there are a few things that you can do, and in some cases not does, that will increase your odds of capturing their attention, time and maybe eventually their business..

Make sure your text is readable.

Not all viewers see what you see on your monitor at home. Different programs, monitor settings, etc. can have a major effect on what the other view sees. Also there are certain formats that are easier to read than others. Some color combination between the text and background are so closely matched that the text might be close to invisible for some to view. Another thing to watch for is light colored text on very dark backgrounds; it can cause fatigues when reading and viewer will tend to leave that page sooner. Also, trying to fit more text on a page with smaller sized text could be a costly mistake.

Links that don't work.

There is nothing more aggravating to a viewer than trying to get to a page using a link that doesn't work. The interest is there, but the 'how to' isn't. Make sure you double check all of your links to ensure that they are all working properly and sending your visitors where you want them to go. Some programs, like FrontPage, have a report you can view that gives you the results of all of your links.

Confusing Navigation.

Imagine finally having a visitor, a potential client to your website but they can't find what they are looking for? Make sure your navigation is clear and links take your visitor where you want them to go. Perhaps add a "Table of Contents" page or a Search page to make it even easier for your visitor to find what they are looking for. You don't want them to leave and visit someone else's website, losing a potential customer, do you?

Popup and Pop-Under Windows.

There are many online business owners and marketing companies that will swear to the effectiveness of pop-ups and pop-under windows for getting more subscribers, making sales, or generating leads.

The truth is that most visitors will automatically click out of the pop-ups and pop-unders as soon as they see them, without even viewing what they are offering. If you have multiple ones, you risk losing a visitor for good. Also, many visitors these days are arming themselves with very popular software that automatically kills your ads.

If you choose to use them, only try one at a time. If it's not producing the results you wanted, switch to another format, but don't place more than one on your website at a time.

Splash pages and Flash Animation.

If they have to wait for it to load, you can be assured they are out of there already! Once again, they are there for the information, for the products or services you offer. They've seen it all already and are not too interested in your flashy presentation, of course unless you are a web designing company. Otherwise, you may aggravate them with the time it takes to load your presentation.

If you do decide to offer one anyways, make sure there is a "Skip Intro" button, that it's easily seen and working.

Very Slow loading pages.

In attempts to make our webpages more eye-catching, we sometimes make the mistake of including huge graphics and HTML errors, things that can affect the load time of your web pages. Many HTML editors will check your code for errors, or use NetMechanic's HTML Toolbox:
<http://netmechanic.com/>.

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