



## Websites Fail for Three Reasons

### 1: Poor Construction

Your website represents you and your company to the world. Quite often, your website is the first impression a potential client has of your business. A site that looks like an amateur built it turns viewers off. Gaudy graphics won't get a second look, and poor navigation frustrates even the most seasoned web surfers. Studies show that you have less than 5 seconds to get a viewer's attention, so it is imperative that your site is built correctly and works properly. It's hard enough to get people to your website in the first place. You certainly don't want to lose a majority of them before they even get to know you because your site didn't work! You might think that you can save money by building your own website or by going with the lowest bidder. Website design is like most every other product or service. You get what you pay for. In the short run, it may cost you less, but in the long run you will have a site that doesn't work and will cost you customers. Trust me. I know this to be true. Almost all of my business is rebuilding websites that were not built properly in the first place. The client knew somebody's cousin's neighbor that built websites and gave them a deal that sounded so good that they simply couldn't pass it up. Do you want to trust possibly your most important marketing tool to an amateur?

### 2: Stale Content

Don't you love to see web pages that proudly tell you that they were last updated July 12, 1998? No, not really. It shows that the owner of the site isn't really interested in keeping it up. And, if they don't pay attention to this vital marketing tool, what other areas of the business are they overlooking? Updating your content will keep viewers (and search engines) returning to your site. Syndicated content and blogs help you keep your site up to date. Dynamic content that you can easily update yourself works great also. If you use a shopping cart, be sure to pay attention to what's hot, seasonal variances, and latest trends.

### 3: Can't Be found

"Build it and they will come" may work for ballparks in the movies, but in the real world it takes marketing and skill. Placement in the SE's is critical, whether you decide to learn how to do it yourself, or hire a professional Search Engine Optimization company. The best designed website in the world will do no good if it can't be found. It is important to properly submit your site to the search engines. It is vital that your website is constructed properly so the search engines can index you if and when they find you. It is also important that you have your web address on your stationery, business cards, and telephone answering machine. Get word of mouth marketing for you.

Call me for a FREE analysis of your website right now. To get more people calling you, call ME first.

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