

Why Websites Work or Fail

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We have all used the internet and found that some websites work really well and we love and some that are just terrible. The question is what makes a good website and what makes a bad website? If you are setting up a website you need to know the answer to this and this article will help.

1. Professional Website Design

We have all seen websites that look like they are home made. The reason for this is they probably are home made. If you are creating a website and you have a friend who says they can create your website for you, be careful. If they are not a professional designer you may be making a fatal mistake. The reason for this is people are seriously affected by how professional your website looks. If your website looks like a homemade site then what image are you giving your customers?

It is important to remember that if you cut costs you may also be cutting your sales. You also need to be aware that a non professional website creator may not know how to best set your site up for SEO and so you could be losing that way as well.

We would always recommend a professional web design company to give your site the best chance of completing potential customers. There is a lot of competition out there and you need to make sure your website stands out and is not overpowered by other companies.

2. Easy Navigation

Another reason for using a professional company is they will know a lot about how to set up your website navigation to ensure it works for your users. It is important to be consistent and ensure people know where they are at any point in time. If customers get lost in your website there is a good chance they will leave and go somewhere else. Make everything as clear as possible because internet users today are impatient and need things in front of them with no effort.

3. Uncluttered display

What we mean by this is dont overcrowd your website and try and cram everything into your home page. If you give people too much information at one go then they will get confused and go somewhere else. Put the most important information on your home page and make the rest of the information easy to find.

4. Search Facility

Another vital on an easy to use website is a quality search facility. It needs to be good enough so that people can easily find what they are looking for. I have been on some sites and their search facility returns the strangest of results which

only leads to frustration. Remember you want people to buy from you, if all your website does is annoy and frustrate people there is very little chance you will make a sale.

In reality it is not hard to create a great looking easy to use website, it just needs a bit of planning. If you take the time to work out how to structure your content before you start then you will save yourself a lot of problems in the long run. The golden rule to any website is make it easy to use and people will love it which will result in more sales for you.

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