



[Top 10 Mistakes When Creating a New Website]

## SUMMARY

Whether you're creating a new website from scratch for your brand new business or redesigning one you've had for a decade, there are choices to make and mistakes to be made. However, if you're working toward creating a beautiful, efficient, and welcoming website your customers will love, we want to help prepare you for the coming days.

From design to launch, everything in between and after comes with its own quirks, information, and decisions to be made. This document will help guide you through the process providing things to look for, design for, and evaluate from.

## INTRODUCTION

In this document, you'll learn more about creating websites; the good, the bad and the ugly. Achieving successful website development, however, does not have to be done by reinventing the wheel, but by learning from others' mistakes.

You can also develop a fantastic website with tips and tricks to incorporate from the get-go so you're making, and getting, the most out of it (especially after all of the time and effort and love put into it).

Here you will discover:

- **What to avoid when developing your site.** Knowing what to do and getting it done can be two very different things once it actually comes together.
- **How to design your site to actually draw and delight customers.** Don't scare potential customers away with a poorly designed site, but encourage their decision with well thought-out setup and copy to provide comfort in their decision.
- **What to do once it's finally ready to launch.** It took a great deal of effort to get it perfect, don't let it collect dust!

## TOP MISTAKES

Setting up a website can seem like an extraordinarily daunting task. We want to help you get started without the stress of making the mistakes that could hinder its progress. We've listed the top mistakes people make when creating a new website so that you have the leg up you deserve!

### 1. Customer-Centric: Be the Earth, Not the Sun

When considering not only how to run your business, but who to run it for, remember that they are ultimately the ones who determine its success. The goal of a website is to make it easy for your target audience to reach you, learn about you, purchase or contact you, but most importantly: Why they should care.

The old adage that people don't care how much you know until they know how much you care is absolutely true, especially in today's world. If your website is only about how great you are but says nothing about why they in particular should hire you and what exactly you do, your success rate is likely to be quite low.

However, if you describe in detail what pain you will relieve from their life they will likely be more apt to explore further and purchase.

In order to focus on what customers want and need, consider these questions going into the design of your website:

- What is the pain point your product or service resolves?
- Who is your audience and what do they seek out most in your industry's products?
- What information will they need in order to make an informed decision without buyer's remorse?
- How can you support the buying process every step of the way?

Putting yourself in your buyer's shoes will allow you to see exactly what THEY would want and need, making them more comfortable with your brand.

## 2. Now Where Do I Find...

If you have ever been to a website where you absolutely could not find what you were looking for, you'll understand the vital importance of making the reader's life easier. People who get frustrated with your site will assume dealing with you and your company are just as difficult, and quickly exit.

A great option to ensure the site is user-friendly is to have a target audience actually walk through it and provide feedback. Either way, you'll want to ensure a solid understanding of what your reader will interpret with each menu item.

For example: If your About Us page is titled 'Round Here, the message may not be received by everyone.

Here are your Do's and Don'ts of headings:

Do:

- Use clear descriptions of the site link.
- Ask your users to provide feedback on how they found the navigation.
- Create clearly defined tabs and categories so they can find each product or service quickly.
- Make it clear from the home page what you do.
- Have a clear "Call to Action" in the form of a button, form, or phone number.

Don't:

- Use script, "fun," or small, strange fonts – ensure it's easy to read.
- Hide your menu in a secret button, etc. – make it easy to find.
- Use too much slang – it may be perceived in a way you didn't intend.
- Make people dig for contact information – Ensure you can be easily found or contacted for questions or info.

### 3. Oh How Pretty!

A key component to all of our lives today are videos and images. Instagram has a strong and gaining foothold in many industries and doesn't show signs of slowing. What this means is that [people crave real pictures](#). Stock photos aren't generally acceptable in this world of social media anymore.

Your company should highlight the people and life in your company in addition to products and services. Ads are all well and good, but if your audience doesn't feel like there's a real human behind the product, it's more likely they'll dismiss any suggestions to check it out.

A few image and video ideas:

- Company outings/ Team events
- Awards/employee successes
- Internal fun days – bring your dog to work, silly hats, jerseys, etc.
- Back story of employees

Displaying that you are real people working toward a common goal is what people love to see. Showcase your efforts as a team or helping the community and you'll see the rewards multi-fold.

### 4. What Exactly Do You Do?

Going to a company's website is a representation of what your company is all about. Whether it's selling shoes or promoting a speaking event, people need to understand what exactly you do and what the purpose of your website is.

[Content quality](#) is vital. And while it may sound like a vague buzzword concept, it means customers are looking to read about what your services are, what your products do, or how much they're likely to spend. Having content that doesn't answer your perfect customer's questions up front is likely to mean they will disappear forgetting all about you and your company.

#### *4a. Content, Copy, Writing*

No matter what you call it, you need words on the page. And plenty of them. The catch is, what do you say and how do you say it?

This is where having a professional copywriter will benefit you and your website. They should evaluate exactly what your prospects look like, what they might ask, and how they'd like to read it. A good writer, will write not only from the customer's point of view, but with the company's brand "voice" in mind as well.

Representing your company in the right light is going to be your goal for this particular task. You may even need to ask yourself a few important questions:

- What exactly does my perfect customer look like to begin with?
- What information would they need in order to make an informed decision today?
- How do I want my company to represent or be represented?
- How do I see the company in 5-10 years?
- What goal do I have for each page?
- How can I capture and keep their attention?

Allow these questions to be your guiding stick for any challenges that present themselves in the form of paragraphs on the site. Allow them to also help you determine your future goals once this is all said and done.

While these answers may change over time, having a starting point will allow you to have a vision for what exactly the website will look like and what it will provide to your customers and/or potential customers.

## 5. Hey, It's Free

While those free website builders may be extremely tempting, they can only take your business so far. If you're looking to launch your new side hobby business, it may be just fine. However, if you're wanting to have a scalable, modern, user-friendly website, complications will arise.

People will likely need a site where they can contact you for a consult, purchase products, or pay for any of the above and this ultimately will be a much smoother process if you have someone skilled to set it up so that you actually get paid!

However, if you are looking to set up a free site, here are a few things to keep in mind:

- You will still need a domain and server if you want a custom URL
- You will need to set aside time to set it all up yourself – this includes connecting it to any other software you use such as MailChimp
- Research each one's capabilities – what exactly do you need out of the site and can it provide that to you?
  - Ex) Does it have a secure payment system if needed?

- Ensure any images or content you use aren't copy written – it could result in heavy fines.

However you choose to create your site, ensure you utilize the following tips as well to get all of the use out of it as you can.

## 6. Knock, Knock – Who's There?

Your customers, but they left without you ever knowing who they were!

The challenge of many is building their email list in the first place. There are a [number of different ways](#) to collect emails from prospects and clients. Choose which works best not only for you and your web development, but for your clients to get more information they crave about your company and products.

The next most important item on the agenda is developing a REASON for your clients to actually cough up that ever-important email or phone number (Especially if you live in Europe with GDPR data requirements).

A few fantastic reasons for people to want you to contact them:

- You're providing some type of "physical" (likely digital) piece that benefits them.
- They want to sign up for your newsletter or blog updates because you've shown expertise and/or interesting topics of concern to them.
- They simply want you to contact them with more information about your product or services.

PRO TIP: Once they've given you the heavenly permission to contact them, be sure you have something to provide them with that is relevant and valuable on a regular basis.

## 7. Get Social

Your website is the main hub for your customers and prospects to get more information, purchase, and more. Today's internet landscape, however, requires much more of companies. They require you to have a strong overall web presence which includes any and all relevant social media.

Allow your customers not only to see more of what your company is all about, but to easily contact you immediately. This means having a connection directly to your customers who have questions, need more information, or want to find a location they can visit.

Key items to keep in mind for your social media:

- Where exactly are your perfect customers on a daily/regular basis? If your target happens to be senior citizens, they may not be on LinkedIn. Focus your energy where they will actually see you.
- Post regularly! Whether it's curated (read: found) content, or internally written, then post [when your customers are online](#).
- Are you staying true to your brand? Let the voice stand out as your own to your audience.
- Be consistent. Staying in front of customers, prospects, and even vendors will allow you to remain front of mind instead of being forgotten.
- Link back to your site and/or products once in a while (just not every day or every post). Especially when there are promotions or new products.

## 8. Fresh New Styles

Now that you've got everything put together and the website is up and running, everything's all done and good to go, right?

Sorry, not even close.

Now's the time where you can evaluate areas of regular changes/improvements. It can take the form of a blog, new images, or employee updates, but there should regularly be something new that brings people back to your website and reminds them that you're still there to help.

Social media will allow for consistent traffic to your site, but only if you are linking them there with new and interesting things. If you post 3 times a week but it's the same link with the same image, it's much more likely they'll remove you from their feed completely because they're seeing the same thing constantly even though they're not interested at the moment.

However, your followers do so for a reason. Whether it's via email, social media or RSS feeds, they want to see your content. Satisfy them! Provide new and relevant content for your audience and remind them that you are an expert in that field and are there to help.

## 9. Let Me Look That Up

If you've ever been in a situation where you were out, perhaps running errands or having lunch, and wanted to purchase something nearby then you've likely used your mobile to search for it. It turns out, that's happening to millions of people.

Based upon [comScore's research](#), mobile users spend twice as much time on them than they do on computers. It also shows that users spending is projected to grow by 16% in 2018 and 14% in 2019 versus purchases via desktop devices. A likely cause is due to businesses upgrading their mobile sites to ensure users have an easy experience navigating websites on a small screen as well as app creations.

What does this mean for you? If your mobile site is not being revamped, you may see a decrease in contacts, sales, and loyalty. People have and need information at the palm of their hand, why not give it to them as a great brand experience?

#### 10. Now What?

So your customers have seen your website, they've reviewed the information about what you do, and they're ready to start. But where and how do they do that?

Highlighting a call to action ensures they know what to do next. Determine the best, most effective route for your customers to achieve what they came to your site to do.

Once people have viewed your site and/or called, you'll want to be able to track it, right?

Analytics will now become your best friend and comes in many forms including:

- [Google Analytics](#)
- [Twitter Analytics](#)
- [Pinterest Analytics](#)
- CRM integrated with your social media and website
- [WordPress Analytics plugins](#)

While this isn't all encompassing by any means, it will get you started in the right direction on what activities have the most impact. Determine what your business will accomplish with this new, beautiful website of yours and make it known but be sure to evaluate what works for you and your target audience or doesn't!

Fancy Further Fact Fare?

Try some of these articles for a deeper dive into creating an amazing website:

- The American Marketing Association's [7 Pillars of Customer Centricity](#)
- Make Use Of's [6 Websites to Track Your Website's Traffic](#)
- Creative Bloq's [Top Navigation Trends](#)
- Webdesign Inspiration's [Website for Top Design Ideas](#)
- Lucidpress's [Newsletter Inspiration](#)



## About The Web Workshop

Include a brief description of your company. If you have a boilerplate description used for press releases or on your organization's About page, consider repurposing it here.