

15 Website Mistakes That Kill Online Success

...And How To
Avoid Them



by Janice Gentles-Jones, **Online Success Queen**

About Janice Gentles-Jones



Online entrepreneur Janice Gentles-Jones is a Joomla web consultant, speaker and technology enthusiast. Through consulting and training Janice has over 12 years experience educating professionals and business owners on how to use technology for business success.

Janice holds a Master's degree in Instructional Technology from New York Institute of Technology, and a Bachelor's degree in Political Science from Queens College. She led the Technology Training and Helpdesk department for a large New York pharmaceutical firm for 7 years and has conducted technology training for more than 6,500 people in various industries over the span of her career.

In her quest to further share her passion for educating professionals on the use of technology, Janice started her own company, JGJ Consulting, which teaches coaches, authors, consultants, speakers and solopreneurs how to build and maintain their own successful, profitable website. These services are offered through group workshops, individual training and consulting.

Want to learn how to build and maintain your own successful, profitable website?

Visit <http://www.onlinesuccessmap.com> or call (516) 333-6578 today.

All Rights Reserved

Copyright © 2006 -2011– JGJ Consulting. All rights are reserved. This report **may** be distributed to anyone you think may benefit from it. However, you **do not have resell rights** to this report. Reproduction or translation of any part of this work by any means without permission of the publisher is unlawful.

15 Website Mistakes That Kill Online Success...And How You Can Avoid Them

By Janice Gentles-Jones

If you're in the process of setting up a new website or updating an existing one then be sure to read this report and avoid some common website mistakes many small business owners make.

Mistake 1 - Not defining the purpose of your website.

Before you spend any money on setting up a website and even before you determine the look of your website take the time to decide what it is you want your website to do for your business. Do you want it to generate qualified leads? Do you want it to increase your website sales? Do you want it to build brand awareness? It's important to define your purpose as this becomes the foundation for the design, content and overall effect for your website.

Mistake 2 - Not including your website as part of your overall marketing plan.

It's important to define your marketing strategy first and then determine how technology can support your strategy. Include your website as part of your overall marketing plan. Just like any other marketing strategy you'll want to know how effective it is. You won't know unless you define your goals, strategy and budget for your website. Remember, marketing is about testing and measuring different ways of getting clients. If your website is part of your marketing plan then you'll want to know this information.

Mistake 3 - Not measuring the results of your website traffic.

It's important to measure your website statistics. When you review your website traffic you can find out which pages visitors are going to, how long visitors are they staying on your website, how many of those visitors have turned into a sale and much more. Google Analytics or other website analysis tools is a must have for any business owner that has a website. I prefer Google Analytics because it provides a wealth of information about how a website is being utilized, you can set monetary goals for your

website pages and it integrates with Google Adwords if you are running any pay-per-click campaigns. It's hard to make business or marketing decisions for your website if you can't track or measure how your website is being utilized by prospects and clients. Contact your webmaster TODAY to add Google Analytics to your site if you don't already have it. If you're getting a website developed make sure it included in your package. *Sign up for one of my webinars on Google Analytics. Visit <http://www.onlinesuccessmap.com> for the next webinar date.*

Mistake 4 - Not educating your website visitors.

The clothing store Sims, has a great tagline. It says "An educated consumer is our best customer". If you apply this concept to your website marketing plan, you'll get amazing results. Think about the questions and concerns your prospects may have before they are ready to make a purchase. Present this information in your website content through articles, checklists, frequently asked questions, a blog or an interactive quiz. To do this you'll need to identify who your primary target market is and what their needs are so you can present information that lets them know you're the expert at solving their problem.

Mistake 5 - Not providing an "ethical bribe" for your website visitors.

Most website visitors do not buy the first time they come to a website. They are often researching before buying. There may be prospects that are interested in your service or products but may not be ready to buy. The key is to offer something of value to them in exchange for their contact information. Once you have their contact information you can follow up with them. Have an offer for a free special report, teleclass or a mini-course on the problem they may be trying to solve in exchange for their name and email address. Once you have their contact information you can continue to market to them and build a relationship through an email marketing strategy.

Mistake 6 - Not strategically using keywords on your website.

Get a clear understanding of the type of visitors you want to attract to your website by understanding their pains (what problem are they trying to solve) and their gains (what are the benefits of solving their pain). Make time to research the keywords your target market is searching on and develop your website content around these keywords.

Include these keywords in your article titles, page titles, website links and content. Use free keyword suggestion tools like the ones below to do your research:

Google Keywords Suggestions:

<https://adwords.google.com/select/KeywordToolExternal>

Mistake 7 - Not utilizing Title and Description meta tags on your website.

When your website comes up in a search result if you have a 'Title' meta tag and a 'Description' meta tag that's the information that displays for your website. Put your targeted keywords in the Title meta tag and see what a difference it makes. Place the most important keyword phrase close to the beginning in your page title. Avoid using your company name only in the Title meta tag unless you know for a fact that most people are looking for your type of service by your company name. It's very limited though to only have your company name as the Title of a page. The Description meta tag should be a summary of what's on your web page and should include your keywords. Have your website administrator add these meta tags if you don't know how. Make sure each website has the correct Title and Description meta tag. Avoid by all cost giving your home page the title "Home". Many do-it yourself web designing program default the home page title to "Home". The search engines will have no idea what your website is about with that title.

Mistake 8 - Not having other websites linking to yours.

The more high quality websites that have links to your site the higher your website ranks in search engine results. Linking to high ranked websites helps increase your website page rank which can give your website greater visibility in search results. Try to link to websites that have has a Google PageRank of 4 or better. When you find a site that makes sense for you to link to contact their web administrator or email the owner and ask if they would put a link to your site on theirs in exchange for a link on your website. It's good practice to put a link on your website for the website you're contacting first and then ask them if they will link to you too.

Mistake 9 - Not having a professional looking website.

Your website is a reflection of you and your business. While there are many do-it-yourself website templates available be sure that whatever website design you choose it looks professional and does not look like an amateur created it. Think about what image you would like to present to prospects and determine if your website reflects that image. Check the websites of your competitors and see how yours compares to theirs. A professionally designed website is a worthwhile investment especially since your website is your 365 days 24/7 salesperson.

Mistake 10 - Not focusing on benefits in your website copy.

People buy with their emotions. They are either trying to solve a problem or trying to satisfy a pleasure. Be sure your website content addresses how your product or service will make a client feel or what kind of benefits the person will reap if they buy your product or service. Have your sales copy include both features (i.e. “number-based filing system”) and benefits (i.e. “find anything in your office in five seconds or less”). If you’re not good at writing sales copy then hire a professional copywriter or take a course on copywriting. This is a worthy investment if you’re planning to sell products or services online. A great book on writing website copy is “Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy Every Time” by Maria Veloso.

Mistake 11 - Not having a website that generates leads.

Having a website that has one sole purpose is a great way to generate leads. Often called “mini-sites” or “landing pages”, these sites allow you to focus on one specific area of your business. These sites work well because they force the person to make a decision without any distractions of other content on the website. Often times when people are presented with too many options they end up not making a decision. This can happen with traditional websites that have many different pages for services, products, read our blogs, sign up for newsletter, etc. Traditional websites have their place and are great for people who already know about your business and are interested in finding out more about what you offer. Mini-sites, however, are great for generating qualified leads. You can use a mini-site to offer a free special report, a free teleclass or a quiz that help the person know that you can help solve their problem. A mini-site consists of your website copy and a sign up form in exchange for the free information you’re offering. Whatever your free offering is it should be tied to what your

business sells so you know anyone who gets it is a qualified lead. A mini-site is great for a new business that needs to build a list of leads or a business that does not have enough info for a full website but still wants to generate leads. Put your mini-site web address and your free offering on your business cards, email signatures and articles. Mention it at networking events and public speaking engagements and you'll see how quickly you can start to build your lists of qualified leads.

Mistake 12 - Not owning the design of your website.

Before you have a website professionally created you should know who owns the design of your site. Some web design companies will design a site for you but they own the copyright to your website design. This is very important to know especially if the web design company has created graphics or art that you're using to brand your business. If you're in business for the long haul, then you should own the design of your website and any graphics or logos that are created for you. Confirm what you own before you sign any contracts. Look for companies that will create your website but you own the copyright upon completion of the project.

Mistake 13 - Not knowing who owns your domain name.

If you don't know who owns your domain name, find out. Some web designers will buy your domain name for you but register it under their business name. When that happens you don't own the name and may have to buy your domain name back from the web designer if you decide to leave them. Some companies charge a large fee to sell back your domain name. Be sure to be clear about who the domain name will be registered to if you are having someone else buy it for you. If you can, buy your domain name yourself.

Mistake 14 - Not having a logical navigation structure.

It's important that your website visitors can easily navigate your site and find information quickly. Website navigation should be simple and consistent. If there is a high learning curve to navigating your site most people will leave. Your web navigation should answer the following questions for visitors: Where am I? Where have I been? Where can I go next? Where's the Home page? Make it easy for the person to find information and they will stay longer on your site.

Mistake 15 - Not working with technical professionals who understand technology and business.

All technical professionals are not created equally. There are many web professionals who are great at their job technically and can put bells and whistles like flash and animation on your website. But remember your website is also a part of your marketing plan. For true online success it's more important to partner with a web professional that can provide guidance on how your website can be created for increased visibility. The best way to choose your web professional is not only by their technical expertise but their e-marketing expertise also.

Want to learn how to build and maintain your own successful, profitable website?

Visit <http://www.onlinesuccessmap.com> or call (516) 333-6578 today.