FREE REPORT

Learn How To Avoid Chasing Away Potential Customers . . .

Common website mistakes that can drive away your customers in minutes

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How to Avoid Chasing Away Potential Customers

Attracting a potential customer to your website is hard enough but grabbing their interest and persuading them to buy or use your services is even more difficult. That is why it is so important to design your website so that you don't frustrate or irritate your visitors, making them jump through hoops to find the information that they need. Here are some examples of common website mistakes that make visitors leave a website within the first few minutes.

Putting up Barriers that Prevent Them Viewing the Information

Avoid putting up barriers between you and potential customers by forcing visitors to register before they can view content of your site. In most cases, the visitor will leave and try to find the information that they are looking for elsewhere.

Invasive Use of Audio and Video

Most of your visitors will prefer to choose what content they want to absorb. Having voice or audio content that loads up and starts playing automatically can potentially drive a lot of customers away. Give users the choice of viewing videos or listening to audio content. Don't force them.

Stale Old Content

It is no good having a glossy, professional looking site if your content is old and stale. You need to keep your site constantly updated with fresh new content. Not only will this make your site more relevant and interesting but it will also contribute to higher rankings on the search engines.

Too Many Ads

If your site bombards your visitors with too many ads that pop up, flash at them or fill the entire screen then you are really going to infuriate your visitors, which puts them off staying on your site to buy from you. Running ads on your site makes good business sense but in order to maximise your retention rate, and not chase away your visitors, your ads need to be discreet and fit in with the theme of your site.

Bad Navigation

Nothing frustrates a website visitor more than a site that is hard to navigate. If it is too complicated or too hard for your visitors to find their way around, it will make them feel confused, angry and irritated. These are definitely not the emotions you want your potential customers to feel when they visit your website.

Hiding Your Website Content

It's a big mistake to make your visitors have to search your entire website just to find the relevant information that they need. Try to group similar content in a clear, concise manner. Don't complicate things by distributing your content and information across multiple pages that could easily have been put on one page. Bad content structure can literally destroy your conversion and retention rates. Make all of your content, especially your contact information easy to find. It is estimated that as many as 50% of sales are lost because potential customers can't find what they are looking for.

If your website would benefit from a free website health check, call us today.

How We Can Help

If you found these tips helpful then you are going to love all of the other ideas and suggestions we have that are guaranteed to promote your business online and get so many more online sales.

We are a local web design company who specialise in "One Stop Shop" web service including Web Design, Graphics, Multimedia, SEO and Internet Marketing.

We are incredibly friendly and have a wealth of experience in online marketing so we can help you to gain more loyal fans, convert them into customers, get your website noticed in the search engines, gaining new traffic and brand exposure.

If you don't have the time or confidence to get started online then please give us a call or email us. You will be so glad that you did. We are not pushy but you will love our enthusiasm and will be very excited to learn what we can do for your business.

About Us

We are based in Cardiff, South Wales (Web Designer Cardiff) and we have diversified our web services to a huge number of clients across the UK. Our clients place repeat orders, born from confidence, friendly customer service and reliability. With many years of experience within the IT industry, you can be rest reassured that you will receive cost effective web services and eye-catching design to help your business stand out from the marketplace.

Our underlying philosophy is simple, and that is to work closely with our clients on a one to one basis, making sure that they get the most appropriate web solutions and original designs in order to stimulate awareness, client retention and build sales.

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