

Learn How To Avoid Chasing Away Potential Customers . . .

**Common website mistakes
that can drive away your
customers in minutes**



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.



Kongnect Design
connecting your business ideas

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.

Contact Details

Web: www.kongnectdesign.co.uk

Facebook: www.facebook.com/kongnectdesign

Twitter: www.twitter.com/kongnectdesign

Legal Notice and Disclaimer:

All contents in this guide is Copyrighted ©. All Rights Reserved.

You are not permitted to copy, reproduce, modify or resell this guide in whole or in part for any purpose without express permission. You may distribute this guide and share with others.

Every effort has been made to make this guide as complete and accurate as possible, but no warranties regarding its contents, whether fact, speculation or opinion, are made nor is fitness for any use implied. All information in this guide is offered "AS IS" and "AS AVAILABLE", and therefore we do not assume any liability concerning its use and availability, punctuality or any adverse effects in your business including, but not limited to lost profits, direct, indirect or consequential damage and/or anomalies which may occur in the supply of this guide to you.

No advice, including any tutorials or any information published on www.kongnectdesign.co.uk or the guide supplied by us, its employees, agents, licensors or the like, shall create a warranty; nor should you rely on any such advice or information.

While reasonable attempts have been made to ensure the accuracy of the information provided in this guide, the author does not assume any responsibility for errors, omissions or contrary interpretation of this information and any damages or costs incurred by that.

This guide is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

While examples of past results may be used occasionally in this guide, they are intended to be for purposes of example only. No representation is made or implied that the reader will do as well from using the techniques in this guide. The author does not warrant or represent at any time that the contents within are completely accurate due to the rapidly changing nature of the Internet. The author does not assume any responsibility or liability whatsoever for what you choose to do with this information.

Any perceived slight of specific people or organizations, and any resemblance to characters living, dead or otherwise, real or fictitious, is purely unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. These include, but are not limited to the amount of sales, business profits, business proposition and you acknowledge the foregoing duly releasing Kongnect Design from all liability in this regard. The entire risk as to the quality and the use of this guide is with you.

Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly. Use your own judgment and use this guide at your own risk.