



Business Builder

Tips & Techniques to Help Your Business Grow

Building a Better Website

Your website is the place where customers and prospects can get information about your business— and perhaps even place orders 24/7. So it's important to get it right. Web designer Douglas van Duyne, author of the book, *The Design of Sites: A Pattern for Creating Winning Websites*, reveals five most common mistakes growing businesses make in this area:

1. **Being All Things to All People.** Too many businesses try to serve all their audiences on the home page— their customers, their investors, their employees. 95% of the real estate on your homepage should be used to serve customers— use the footer of the page for links for partners, investors, media, etc.
2. **Using Vague Language.** If people visiting your site can't figure out what you do in a few seconds, you've lost them. You should have a clear statement on the home page of what you do and what you promise those people who are visiting your site.
3. **Making It Too Complex.** Van Duyne advises against glitzy flash animation or slow-to-load multimedia introductions. Most people are irritated by these things and will bail quickly. Instead, hire a professional artist and design a clean, easy to navigate site that's thorough, yet simple.
4. **Speaking Corporatese.** Don't use jargon, acronyms or overblown terminology on your site. Keep language simple and easy to understand. Using big words doesn't make you sound smarter.
5. **Ignoring The Value of Testing.** Van Duyne says it's not necessary to spend lots of money on testing. Just having a core group of customers review the site can be quite helpful. Have your customers complete simple tasks like filling out forms or checking different pages, then get their feedback so you can improve your site.

For more business tips, visit our website
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