

## BONUS CHECKLIST – 10 Things Web Site Visitors HATE

For a more professional, efficient, and effective site, remember it doesn't matter how cool or pretty a web site looks, if visitors find it impractical and worthless they will head to your competitor's site, which is only a click away.

- 1. Flash intros** – are only interesting (maybe) the first time you visit a site. Avoid using flash because surveys show 80 percent of visitors hate them and they hurt your search engine optimization efforts.
- 2. Animated GIFs and scrolling text** – are a major distraction, especially when they are overused. Unless an animated GIF or scrolling text complements the information on your page, don't use them.
- 3. Distorted pictures** – are a dead give-away your site was not created professionally. Use a cropping tool to evenly distribute the image dimension or use an image gallery that will automatically crop the images for you during upload.
- 4. Poor placement of advertisements** – are frustrating and annoying. You run the risk of losing high dollars to an ad that will probably only generate a few pennies.
- 5. Outdated content and broken links** – are very unprofessional and shows lack of commitment. Use automatic tools to keep you content fresh.
- 6. Under construction pages** – are unnecessary and may cause you to lose business. Create a basic page listing your contact address, phone number, email and why not add a short paragraph about your products or services.
- 7. Too many choices** – are confusing and a confused mind always says no. Limit your menu choices between 5 and 7 and make sure your navigation appears in the same spot on every page.
- 8. Too much content** – can overwhelm the visitor because no one wants to read a dissertation. Make your web site about your visitor by providing them with essential information like the benefits of doing business with you.
- 9. Playing music** – is a major annoyance because everyone has different tastes. If there's not a compelling reason to add music, don't.
- 10. Hit counters**– are useless because they only track one element of site statistics. Try sophisticated, easy to understand and free analytics tools.

Copyright © 2008 Rising Star Ideas, LLC



If you liked these tips, you'll love the [Quick Start Toolkit](#) a fool-proof, fast and easy, connect-the-dots strategy to assist entrepreneurs and small business owners who struggle with creating a **company website or blog, branding, using technology, and developing teams to grow your business.**

[LEARN MORE AND GRAB YOUR COPY HERE.](#)