

What Is Your Website Missing?

When effectiveness is what you seek.

You



Visitor statistics for our 200 managed websites reveal one commonality: people want to know more about the leadership of the organization they are researching. The "About Us" page is

usually the most visited page. You can't leave your website visitor hanging. Let them know who you are and why you do what you do. It's what they want to know before they go to the trouble of contacting you. Give them what they want: YOU!

Measurable Goals



Just throwing up a website isn't going to accomplish your goals unless you have a game plan. How is your website going to help you meet your goals? How will you measure success? This thought process should

be the first step in a website design... not an after thought to pretty pictures and color schemes.

Minimal Information

Service Times	
Sunday Schedule	
8:30am	- Traditional Worship
9:45am	- Sunday School
11:00am	- Contemporary worship
5:00pm	- Youth Huddle
8:00pm	- The POINT (College & Singles)

No one wants to hunt through your website for a telephone number, address, or hours. Make essential information easily available on the home page and all others.

Target Audience



Pulitzer Prize winner, Herbert B. Swope, once said, "I can't give you a sure- formula for success, but I can give you the formula for failure: try to please everybody all the time."

Narrow your focus. Save yourself from a lot of pain and increase your chance of success.

Faces



Go to the nearest bookstore magazine stand. What do they all have in common? A human face. It's the most influential technique in capturing attention.

Currentness

Keep your website up-to-date. If the information on it can't be trusted, then why even have it on there? An impartial visitor won't assume you're busy. They'll assume you're lazy.

Clear Identification

Not everyone will come to your website the same way and with the same background information. Make sure your website is clearly identified at the top left corner so visitors know they are where they are suppose to be. Visitors make a lasting first impression of your website in less than a second. You don't want them thinking they went to the wrong place and leaving.

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Professionalism

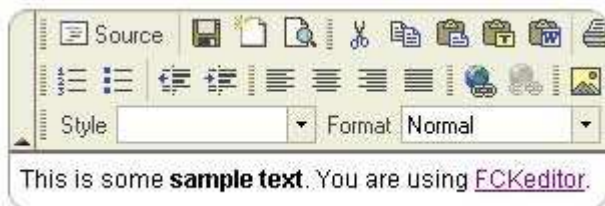
Amateurs practice until they get something right. Professionals practice until they don't get it wrong. Professionalism isn't an expensive necktie... or a fancy flash website. It's the quality of your work on a daily basis. Skip the dog and pony show. Reveal your daily quality.

SEO

```
<!DOCTYPE HTML PUBLIC '
<html>
<head>
<title>Web Design | Web
<META NAME="KEYWORDS" (
Small Business Christie
<META NAME="DESCRIPTION
portals, content manage
<h1>CUSTOM WEB DESIGN</
<a href="http://smallbu
src="/images/Custom-Web
alt="Custom Website De
```

Google is a blind man who talks to all your friends. He can do two things to judge the quality of your website: read Braille and accept recommendations from other people. Make sure your website is written in a way Google can read it. And the more good links into your website from other similar ones, the better.

Easy to Upload



Can you update your website from any web browser on any computer at any time? If it's not easy to update, it probably won't get done as often. You should never have to wait on simple text changes. You should be able to make simple changes yourself.

Cohesion



Scanning and reading your website should be easy for your visitors. Menus should be simple. Each page should carry its own story. Like an organized playroom, your toys should be separated by type in different containers.

Easy to Contact

Those mailto links on your website aren't sufficient because most people don't have their browsers configured to use them. A web-based form for contacting you is a minimum. However, if you aren't going to check your email, list only your telephone number or have the contact form forward you the message to your fax number.

Whitespace

Whitespace may be one of the least used effective approaches to web page layout. Don't feel the need to stuff information into every nook and cranny of your website.

Whitespace helps frame content and allow your visitors to focus on what's important.

Website
Experts

888.PRO.WEB1

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Visitor Tracking



Our most effective website customers track the results of their marketing campaigns through website visitor reports. They refine their approach based on what visitors respond to. You can't

do that without the proper web reporting tools.

Summary

Whether you operate a small business, non-profit organization, or even a church, your website should be a tool to fulfilling your organizational needs... not a standalone requirement.

What isn't your website missing?

- Flash - It's expense overhead both in browser loading and development cost. Search engines can't parse them. Focus on your target customers' needs, not self-indulgence.
- Splash Page - It is often said that the most often click button on the net is the "Skip Intro" button on flash-based home pages.
- 100% W3C Compliance - If you know your target customers can access and use your website to their satisfaction then you've done enough. Most code is re-written every 3 years so future compliance shouldn't keep you up at night.
- Complicated Anti-Spam Email Validators – Is your organizational goal to stop getting spam? Don't make it too hard for web visitors to contact you, or they might not.