

The Two Biggest Web Site Mistakes and How to Correct Them

By Judy Cullins

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Mistake One: No reason to buy.

Think about what your visitors want when they visit your Web site.. They want free information. They want solutions to their problems. Does your bio or mission statement talk to these needs and desires? Does your home page have headlines that urge your readers to click to your sales message? Do the headlines offer a real, but outrageous benefits? Or, do you have a nice "Welcome" sign, large colorful graphics, a long paragraph on you, your services and experience?

Dump the long bio on your home page. Let go of large graphics. They take too long to load. Develop benefit driven headlines for each product or service right on your Web site homepage. Headlines sell more than the copy beneath them. Keep all paragraphs and sentences short. Potential clients and customers don't care much about you. Your Web visitors want their needs satisfied, they want solutions to their challenges, and they want them now—in an easy way.

Mistake Two: You make it difficult or confusing for your Web visitor to buy. Look at your Web Home page today. Do you make links out of your benefit-driven headlines to compel your visitors to go to your sales message? Does that copywriting sales letter pull your reader to your "order page?"

Once there, do you make it easy to buy? You need to offer more than one way to buy that may include a toll-free number (women prefer this), a merchant account to process credit card orders, and an order sheet your potential buyer can fax, mail or call in to you.

It's important to check your links often. If you don't and you

have glitches, your visitor will leave to try another easier to navigate Web site.

When you resolve these two biggest Web mistakes, you are on your way to keeping your visitors returning to eventually buy your products or service.

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