

# Does Your Site Focus More On Your Business Than On Your Visitors?

By Ruth Duda

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In my opinion, many sites focus far too much on their business and not nearly enough on their visitors.

Your visitors want to know what's in it for them. How can they benefit from visiting your site? How can they benefit from your products or services?

Look at your site through the eyes of your visitors. Is visiting your site a pleasant experience or is it a nightmare?

- 1) First impressions do count. Have you double checked your spelling and grammar?
- 2) Is the navigation system easy to use or do you make them search for what they are looking for?
- 3) Do you have your contact information on your site? If not, how do you expect them to ask questions?
- 4) Does your site load fast? If not, don't expect them to wait until all those slow loading graphics can be seen!
- 5) Do you update your site frequently and add fresh content regularly? No one wants to visit a site that hasn't been updated in months.
- 6) Is ordering easy? Do you give visitors several different ways to pay for their order?

7) Do you have your Privacy Policy listed? If you ask for personal information such as their email address, their name, etc ...you should! Your visitors want to know that you will not share their personal contact information or their e-mail address with anyone.

One final piece of advice. Remember, a click of the mouse is all it takes to leave your site and never return.

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