

Web site re-design

What good is a website that makes a bad first impression? Make sure your website is a business asset and not a business liability. Attention spans are very short on the internet and statistics show that your average user spends no more than 1 minute on a single web site page, so it is crucial that your web site delivers your message and makes an impact - quickly.

Websites need constant refinement and improvement; browse around the Internet for a few minutes and you will discover numerous websites that look old and obsolete. There are many other reasons for website redesign, some of them not as obvious existing in the code of the site, such as improving search engine indexability, website usability, and metadata.

Some common mistakes a web designer can make:

- did not ask you about your business
- did not ask you any questions about your Search Engine Marketing and Optimization programs
- began the new design without discussing with you the goal of your website
- began the new design without discussing with you who your target audience is
- put visual impact ahead of the usability of the web site
- used a Splash entry page (Search Engines cannot normally ‘see’ Splash pages. This is a dated feature that tends to put off site visitors – who will often simply leave the page (and the website) before it has had a chance to load)
- recommends your entire site be in Flash (Search Engines cannot ‘see’ Flash pages)
- recommends putting your site in Frames (Search Engines have great difficulty ‘seeing’ Frames pages – there are workarounds for using Frames but they are a costly retro-fit. A good designer will recommend using tables, <div> codes, or CSS rather than Frames if you have your heart set on a Frames look
- does not realize that the <title>, <meta name="description">, and <meta name="keywords"> tags should be different on every page

Look out for these common pitfalls - they can make a BIG difference.