

# Ever wonder why some websites don't work?

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So you spent a lot of time and money on your website. Though, you are finding that it is not the marketing tool you expected it to be. The traffic isn't there, the sales are not going through the roof, online reservations are not happening - you just don't understand why!

It may be as simple as your website's look and feel and layout. It could be the fact that your website is unprofessional or is difficult to navigate around. A website says a lot about your company. Whatever the reason, it CAN be fixed.

Media Eye Studios would be happy to give you a analysis of your website for FREE to see what can be done to make your website an effective marketing tool.

**Some reasons why a website does not work:**

## 1. Bad Navigation

Users do not know where to go on the site until they accidentally mouse over something. It would be as silly as setting up a video store with the new releases scattered amongst the other videos, as a little surprise while you were looking through the other movies. Not very business-like and not user friendly.

## 2. Unprofessional Design

The website has too many colors, busy backgrounds, music, hard to read text or flashing, scrolling or moving text. All these can frustrate and annoy a user and they will not stick around to see what else you have to offer.

## 3. Lack of Information

The website just does not contain enough information to maintain interest in staying at the website. Your website does not have to be a book, but should contain some relevant and important information for your visitors. Always have your contact information visible. If they cannot find the information on your website, they can at least give you a call.

## 4. Too Long To Load Page

If the homepage takes more than 10 seconds to load on dial-up connection than it's too long. The average user will not wait long to see your first page. If it takes too long, they will leave and go find another similar website.

#### 5. Broken Links

If the user clicks a button that gives them a "404 page not found", then 3 out of 4 people will think less of the company's professionalism and most will exit the site as well. If the company cannot take the time to maintain their website, how do they take the time to treat their clients?

#### 6. Too Busy Too Much

If there is so much to read and figure out on the front page that the visitor doesn't know what to look at first, most users will think it is not worth the effort to find what they are looking for and will search a simpler site.

#### 7. Website Address is too Complicated

If the website address is too long or has backslashes, or tildes in it, then it will be hard for the user to remember and may never get to your website because of it. Use an easy to remember website address that your visitors will never forget (e.g.: [www.calgaryhotels.com](http://www.calgaryhotels.com))

#### 8. Not Browser Friendly

If the website looks great in Netscape but you cannot read it in Internet Explorer, you will be alienating approximately 80% of users visiting your site. Make sure your website renders the same in all web browsers (especially Explorer and Netscape).

It does not take much to have a compelling, professional and effective website. You will reap the benefits over and over when your website is a functional and useful marketing tool for your business.