



## **6 Reasons Why Small Business Websites Fail**

Is your companies website failing? Perhaps you've spent some money on it and it has just never produced for you. Maybe you have one of those companies where the corporate website was the owners kids school project and she is afraid to hurt the kids feelings (I am not kidding here – this was a real life scenario and no one in the company could bring the subject up).

In the course of my day I look at lots of websites; often people even pay me to look at their website and tell them what is wrong with it. Here are some of the more common challenges that I have run into. I urge you to take a look at your website and see if it suffers from any of these challenges – then take action and change it.

**1. Takes Too Long To Load.** Whether its flash or graphics that were never compressed or optimized for the web, most people showing up to your website want results – and they want them pretty quickly. It's funny when you think back to the days of dial up and now we think our hi-speed connections are too slow. You don't want to fall prey to this simple to correct issue.

My Advice: When testing your website, make sure you clear your cache, so you can know how long it actually takes between the time a user shows up and is able to read what's on your site. Also, have others outside of your company test the site and give you their sincere feedback.

**2. The Site is Composed Exclusively with Graphics or Flash.** Assuming you care something about search engines finding your website, you need to know that search engines care more about written content than anything else. It is next to impossible for a search engine to visit your website and know what it's about if it is all graphics or flash – without a little help behind the scenes anyway. Exceptions would be sites that serve arts, music, and graphics related communities.

My Advice: If you feel the need to show someone a flash presentation, give him or her the option to click and view it on another page.

### **3. It is a Hodgepodge of What Everyone Wants to See on the Company Website.**

This is one of the most frustrating things that I have personally had to deal with in a corporate setting. Everyone has an opinion about how the website should look – and none of them understand website usability (what the user wants and needs to see based on human psychology). It's turning customers away, but they won't tell you that and it will take someone taking a bold stand and a humble owner to give up their personal desires in exchange for winning over new customers – and it's well worth it.

My Advice: Hire a professional design firm with usability expertise to build your website, or if you already have a website, hire a usability consultant to help you restructure it. How do you know if your web designer is a usability expert? Just ask them “what role does usability play in their design process?” If the phone goes silent or you get a glazed over look, move on. Of course, if you need a usability expert, you contact my firm, Web Traffic Team, as we have alliances with the top usability professionals in the industry.

**4. Advertising?** Yes, people often use advertising on their company website thinking that it is a good strategy for making money from the website. If you have a business with a website, the only thing you should be doing to make money is optimizing your website so that you earn your visitors business. It really doesn't make sense to send customers to your competitors. If your website isn't profitable, you need to take a hard look and ask why. Chances are it is a combination of not enough visitors, the wrong type of visitors, or somehow not instilling confidence in the mind of your prospect.

My Advice: If you have any kind of advertising on your website, get rid of it. Take a look at your web stats and if you aren't getting at least 100 unique visitors per day then you need to look at implementing a solid web marketing strategy. If you are getting lots of visitors, but not converting customers, then you need to hire a usability consultant to find out why.

**5. Not Capturing Visitors Information.** I don't mean deceptively, I mean you should be asked them for their name and email address so you can market to them, ask for their feedback, and be an informational resource for them. The most common way of doing this is to free ebook or newsletter in exchange for their name and email address so you can add them to your prospect database.

My Advice: Implement an email capture system on your website. As a Contact Contact Partner, my firm (Web Traffic Team) can offer you a FREE 60 day trial of the leading email marketing system available which offers simple to integrate tools for your website. Contact us today to get info on getting your free trial email marketing software or visit: <http://www.webtrafficteam.com/cc-free-trial>

**6. Not Reaching Out to Your Customers.** Closely related to #5 is reaching out to your prospects and customers consistently which should induce sales from prospects and repeat sales and referral from past customers.

My Advice: Once you have implemented your email marketing software, make a consistent effort to reach out to customers and prospects at least once per month.

I hope this article was helpful and perhaps gave you an idea or two as to how you can improve your websites effectiveness. If you have any questions or would like to discuss how we can assist you in increasing your websites profitability, feel free to contact me at [anthony@anthonykirlew.com](mailto:anthony@anthonykirlew.com) or 800-461-6207

Anthony Kirlew  
Principal / Search Engine Marketing Analyst  
Web Traffic Team  
Toll Free: 800-461-6207

#### **About Web Traffic Team:**

Web Traffic Team is an Online Business Development and Internet Marketing firm founded by Anthony Kirlew, an Internet Marketing industry veteran. Mr. Kirlew has helped numerous companies obtain top rankings and increased revenue through Search Engine Marketing over the past decade. He founded his first Internet Marketing Firm (Nocturnal Solutions, now operating as NSI Partners) in 1999 and resigned in 2003 as it's President & CEO to pursue other Internet business interests before officially launching Web Traffic Team in 2006.

Mr. Kirlew is the author of *Internet Marketing Secrets from the trenches* as well as several industry articles and frequently blogs on topics related to Online Business Development and Search Engine Marketing at OldSchoolSEO.com. As an Internet Marketing expert, Kirlew has been featured on the radio and at conferences and has served as a volunteer Search Marketing expert on several online forums including selfpromotion.com (former moderator) and AllExperts.com (an About.com/New York Times website). As an email-marketing expert, he was asked to testify before the Maryland House of Delegates to assist the lawmakers in passing Maryland's anti-spam laws.

Web Traffic Team is a member of SEO Pros, and unlike many Search Marketing Firms, Web Traffic Team ranks #1 for very competitive terms in their industry (i.e. web traffic specialists on Google).