

# The Top 5 Mistakes Made By Small Business Websites

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As a small business owner your website is often the first impression to a potential customer. The website is used to help new potential customer find you and help them understand how your product or service solves their problems.

**The bigger and better your website looks, the bigger and better your business will appear.** It doesn't matter if you only have 3 employees – you can make your website look like you are a team of twenty or more just by following a few guidelines. You have all the same tools at hand that large businesses have, and even though you may not have the same budget, that doesn't mean that you can't compete. We will break down the biggest mistakes small business owners make when creating a company website.

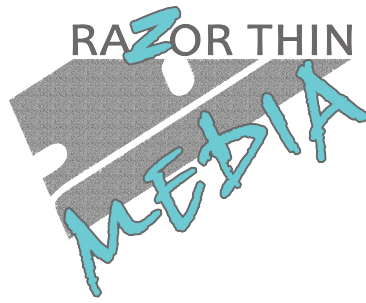
## Mistake #1: Not Building A Website At All

In today's digital world a website is absolutely essential. Verisign reports that 84% of U.S. Small Business owners say their website is critical to their business.

It has never been easier to launch a website. With the help of modern CRM systems like WIX business owners have several options to create a modern site.

These CRM systems allow you , at no additional cost, to include shopping carts, online forms, blogs, social sharing, video players, SEO management, website reporting, and so much more. Not having a website at all will leave you far behind any competitor.





Remember, the goal of website is to be seen and help answer potential customers problems by offering a solution. With the world shifting to online shopping you must play by the online rules to continue to succeed in business.

One of the largest things to consider if you do not yet have a business website is you will not be able to be found on the all powerful Google.

A strong Search Engine Optimization strategy has to be a crucial part of not just your marketing strategy, but your business model. If your potential customers can not find you there, they might not find you at all.

As a small business owner, you may feel that this is just another task that you just don't know if you can squeeze into the day, but this is something you can not afford not to.

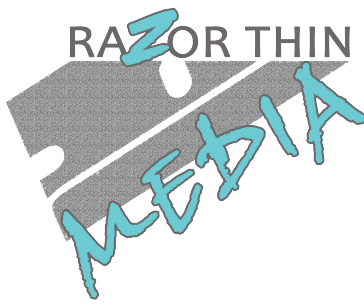
## Mistake #2: Building A Website Than Forgetting It

Your website is the central hub of your online presence, but no one will see it if you don't actively market your business. There are many ways you can generate traffic to your site and find customers. Here are a few we use:

- **Search Engine Marketing (SEM)** - You might know it as Paid Search. This allows you to promote your business website with paid advertising on search results pages.
- **Search Engine Optimization** - Through the strategic art of SEO your site reach the top pages of search engines for free!
- **Email Marketing** - Use your company-branded email and send customers information on special news, promotions, CTA's to return to your website.

One of the best ways to drive customers to your site is to create high-quality content.





Consumers are looking for reliable info to answer their problems. Even simply starting a blog on your website can boost your SEO rankings with by using keywords and can give clients a reason to return to your site in the future.

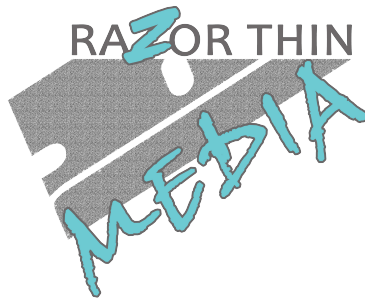
## Mistake #3: Using Outdated Info & Design

Not only are there marketing initiatives that must not be forgotten after creating a website, but it is also important to frequently update and maintain the site for various reasons.

- **Updated Information Will Help Customers** - If you allow your website info to become outdated, it will create much more difficult for potential customers to find you and remain loyal to your business.
- **Google Loves it** - Google ranks websites based on a very large, sophisticated algorithm. One of those major forces involved in the rankings is how fresh and robust the content is on the website. This means you need to frequently add new content.
- **Updated Design Keeps Your Brand Fresh** - The tech world is constantly innovating which is why it is important for your website to keep up with design trends and best online practices. With the improvement in technology something that might have looked incredible even two years ago may be completely outdated now.

Continuing to update your website will send both Google and your customers that your content is still relevant and can still offer the best solution to what they are looking for.





## Mistake #4: Not Considering Readability

For your website to be the most effective tool to market your business, you need to show your expertise. In order to do that your content has to be easy to both read and understand. If not, your potential customer will bounce from your website to another competitors site.

When using a CRM website builder you have the ability to customize the site however you like. That does not mean that you should part from best web practices. To make sure that your viewers do not get turned off by your design stick to these rules:

- **Keep Your Font Size Consistent** - stick to 2 or 3 sizes.
- **Consider Your Font Style** - Find 1 to 2 fonts that are easy to read via the web.
- **Choose Contrasting Colors** - Make sure the background does not drown out the font

## Mistake #5: Not Using A Professional Web Development Team

Building a website from scratch is a lofty goal, even but the most savvy business owner. Most simply do not have the time. Unless you are looking to really invest time and resources on the process, outsourcing your website development may be the wiser investment. We understand that time is money as a small business owner.



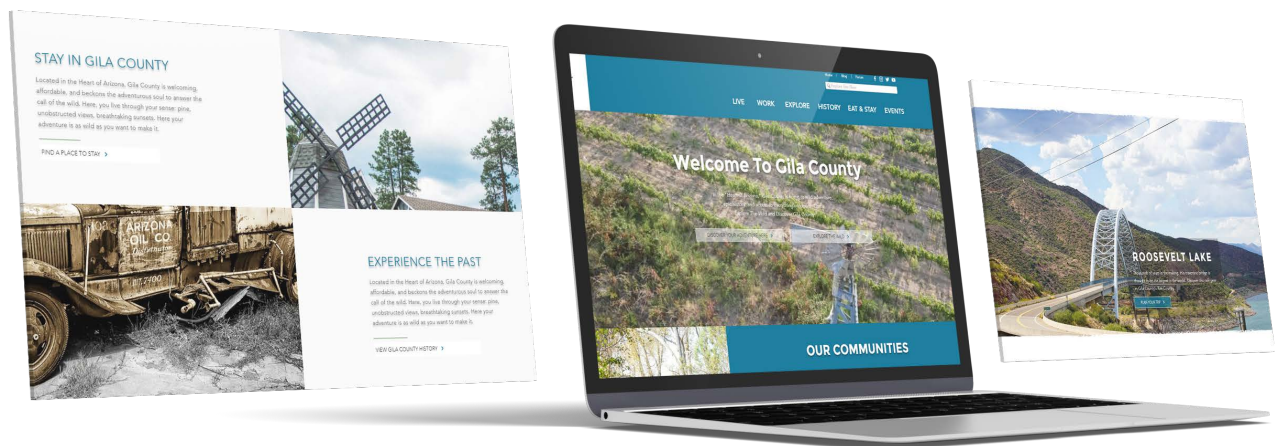


Although there a number of tools that one can build a template website the value of a totally custom website that has been completely developed to be completely responsive, beautifully designed, and Search Engine Optimized is without question one of the smartest investments that you can make as a small business owner.

Our team of expert web designers will work with you in incapsulating a modern, clean, website design that you can not only be proud of but that can lead to greater sales.

## In Conclusion

It's easy to think that as a small business you are at a disadvantage online. However, by doing these few things correctly you can stand out from the competition, show your true spirit and passion in your industry, know how to make educated decisions when it comes to improving your online presence, and tell your story to connect with your online visitors. You are the authority in your industry. Make sure you cut through the clutter and stand out in your crowd. Contact us today if you need help getting started on your new web design!



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