

Internet Marketing Strategies Newsletter – 5 Website Blunders To Avoid

Hi Folks!

This week we're going to look at five things you should avoid doing with your website.

Reminder: Save this pdf file to your hard drive, that way you can refer back to this document any time you want. I setup a folder with all my favorite pdf documents, so they're all in one place if I ever need to reference them. 😊

Today's featured article is brought to you by Alexandria Brown, "The Ezine Queen".

Avoid These 5 Web Site Blunders!

The Web is intended to help people find information quickly and easily. So why do so many sites make it difficult for users to get what they need? While neat design can add impact to your message, make sure the message itself doesn't get lost in the mix.

As president of a copywriting firm that writes and edits dozens of online projects a year, I've come across several common blunders that prevent effective communication via the Web. Here are my top five:

BLUNDER #1: Hiding who you are and what you do.

It's sad that many sites make it a challenge to figure out what they're about. Yes, it may be cool to have a giant dancing logo on your home page, but don't forget WHY your visitors are there: to learn what you can DO for them!

Be sure your home page includes a *short overview* that clearly and concisely describes what you have to offer. It's also a good idea to repeat your tagline or a short mission statement on *every page* of

your site. Why? People can pop in and land on an inside page via a search engine/directory link that you may not be aware of. Make sure they know who you are right away.

BLUNDER #2: Writing for print.

Reading copy on a computer screen is different than reading printed text. We read online text more slowly, and we tend to scan rather than read because, visually, the words are harder to digest. Help your users find key words and concepts quickly by making your copy "scannable." Instead of intro paragraphs, use subheads. Use shorter sentences, paragraphs, and pages. Use bulleted lists. And use hyperlinks to give readers more info if they want it.

BLUNDER #3: Writing too formally.

Online readers expect a personal, upbeat tone. If you write like a bureaucrat, you risk turning off many users. Think ACTIVE voice rather than passive. (For example, instead of saying "the computer must be turned on" say "turn on the computer.") Write to your customers like you'd talk to them, and nix any industry jargon they may not understand.

Interestingly, I occasionally see the opposite problem. For example, a respected law firm's site shouldn't shout excitedly at customers as in a sweepstakes offer. Ask yourself: "How do my customers like to be talked to?" and that's your answer.

BLUNDER #4: Designing cryptic navigation.

Unfortunately, many sites don't seem to be truly designed with the end user in mind. Consider why users are visiting your site, then turn those reasons into your main navigation choices. Try to limit them to 8 or less. Then, create sub-navigation within those choices. But if there's an especially popular page on your site, why not put a special direct link from the home page? For example, on the home page of our site, we keep a direct link to our latest article or information about new awards we've won.

BLUNDER #5: Making it difficult to contact you or place an order.

I recently visited the Web site of an acclaimed furniture manufacturer, and I was ready to order one of their renowned ergonomic chairs. I clicked around, found the chair I wanted, and then quickly grew irate. Not only couldn't I find where to order it online, I couldn't even find their phone number to call and order one or find the nearest dealer! The results? One lost customer.

Put your phone number, an e-mail link, and a link to your order form (if you have one) on EVERY page of your Web site. Don't rely on your users having the patience to take a few extra steps. Make it as easy as possible, and they'll be much more likely to follow through (and return)!

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ABOUT THE AUTHOR

Alexandria K. Brown, "The E-zine Queen," is author of the award-winning manual, "Boost Business With Your Own E-zine." To learn more about her book and sign up for more FREE tips like these, visit her site at <http://www.ezinequeen.com>.

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[Marketing Tools & Resources](#)

To Pay Or Not To Pay

Many search engines these days charge a fee to submit your site for indexing. The question is, should you pay?

Well it depends. Consider this, search engines are useful to searchers because they point to relevant information that the searcher is looking for at that moment. If your site contains valuable content - not just a sales pitch - then the engines will serve their audience better by pointing to it. That's why most of the engines will eventually index your site sooner or later, whether you pay or not, as long as your site contains lots of useful content. If one engine consistently has more relevant results, it will gain popularity.

Now, if you have a new URL or your site just doesn't lend itself to keyword-rich copy, then paid submission can help you get indexed faster. But in general, once you're indexed, there's not much point in paying the fees again.

If you are considering paying, first make sure you're not indexed already. In most cases, you do that by searching that engine for your exact URL. Simply type the URL of your home page into the search field and click the "search" button. If your home page is listed, then eventually your internal pages will get listed too, if they aren't already.

My advice is to spend time every week finding link partners that have similar content to yours. In other words, if your site is about Internet Marketing then find out sites about Internet Marketing and request a link back to your site. Just make sure you've included a link to their site before you request a link to yours and copy and paste the link in your email request so they can quickly find it.

It takes time but its well worth it. The more sites that link to yours will greatly increase your website popularity, but more importantly generate tons of free traffic to your site. I spend at least 1-2 hours a

week on this.

Below is an email I recently sent out to request a reciprocal link

Hi,

I would like to exchange links with your site.

Your link can be found here: <http://www.viral-internet-marketing.com/links.html>

Please add my site to your E-Marketing Books And Software Links Section:

Title: Viral Internet Marketing Strategies

Description: Earn huge profits online by rebranding and promoting my free 61 page Viral Internet Marketing Strategies ebook that shows how one can increase their web site traffic for Free, build huge opt-in lists, create profitable joint ventures and more.

Thanks,

Darryl DeLong

<http://www.viral-internet-marketing.com>

That's it for this week. Next week will discuss how inbound links bring website traffic.

Feel free to contact me at darryldelong@viral-internet-marketing.com if you have any questions you would like to ask or if you have any suggestions for specific topics you would like to see covered in this newsletter.

Have an article related to Internet Marketing that you would like to share with the rest of us? Email it to articlesubmission@viral-internet-marketing.com

SPECIAL OFFER – How would you like to advertise your product/service or money making business opportunity in one of my upcoming newsletters for FREE, if you've purchased branding rights to my "Viral Internet Marketing Strategies" ebook you'll get a free 5 line, 65 characters per line ad on a first come first serve basis for up

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To Your Success,



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