WebContentRx LLC

Want to Lose 300 Thousand Dollars?

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Introduction

Before we get into the nitty gritty, write down the answers to these couple questions.

• Why do you have a Web site?

• When was your Web site last updated?

• How many clients have you gotten, were contacted as a direct result of, or how many comments do you get on your Web site?

Is your design similar on all major pages?

Online your customers want consistency. They want the major parts of your site to be in the same place from page to page and for your links to take them to what the link says it will. Of course, you main page will be different from all the other pages, that's fine. However, all the other pages want to be very similar in design.

If you want to have unique links from page to page, that's fine, but see our comments on navigation below because having wildly different links from page to page is not fine.

Navigation
This refers to the links that take your reader from page to page. Every web page has navigational links, or what are simply called links. To be technically they are hypertext links and can be used to take the reader anywhere on the Web.
Your Web site will have links to take the reader from page to page. Your main navigational links need to be the same from page to page and in the same location. If you want them across the top of the page, that's fine. Do you like them on the left side of the page? No problem. However, once you select a location and an order to the links, they want to remain there.

Let's say that you have these links across the top of your main page:

Home | About Us | Our Products | Our Blog | Contact Us

Your readers will expect to see these links on the top of every page on your site, as they should expect to find them there. Do not put them on the left on one page, on the right somewhere else, and do not vary the order. We suggest that your Home link always be on the top, or left, and your Contact link always be on the right, on the bottom.

Name, Location, Contact

Believe it or not, many sites don't tell the reader who they are, where they are, or what they can do for the reader. At the top of every major page of your site you should find your company name, the town and/or state, and phone number or email address. This is in addition to your Contact page.

No one cares what you do

Does your Web site inform the reader of what you can do for them, or just tell them what yo do? Do your say that you are a carpenter, or that you can build a house, a deck, a garage or redecorate a kitchen? People don't care that you a re a carpenter. They care very much if you can build a deck when they want a deck. Always tell people what you can do for them. Never tell them what you do.

Do you have a media page?

Does your Web site include media releases written in Web format so that Google can index them?

Do you link to your social networking campaign?

The answer to this is, "Yes." If you don't now like to your social networking campaign, do so. Have your Web master include small graphic logos to Twitter, Facebook, LinkedIn, and your blog. These graphics can be taken easily from the net.

Is your logo linked to your main page?

When your readers place their mouse on your logo they will expect it, the logo, to be linked to your main page.

Check spelling, grammar, and easily confused words

A prominent business club in Hartford offered an Easter dinner. On the menu, for desert, was dead ancestors. The writer misspelled the word decadent (luxury or self-indulgent) with decedent (a deceased person).

Here is an example that is far less funny. A department store once offered to sell a television for 100 bananas. People showed up with 100 bananas because 100 bananas were far cheaper than 100 dollars.

Copyright date

Ever been to a Web site and found its copyright date years old? Makes you wonder if the company is still in business, doesn't it? Keep your copyright year current. Your Web master can insert a few lines of code that will ensure that the current year is always there.