

Fatal **Website** **Mistakes** **Exposed**

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Fatal Website Mistakes Exposed

- Read how and why Australian businesses are losing thousands of dollars in sales and profits each year.
 - Learn the top 10 website mistakes so that YOU can avoid them
-

Fatal mistakes that small business owners make

a. Wasting Time

Too many business owners are getting caught spending their precious time on unproductive tasks!

Long hours are wasted with technology and computers trying to save a few dollars, meanwhile costing thousands of dollars in quality business.

Let me share with you a “real life” example of how this is happening.

A small business owner in Perth spent in excess of 300 hours building his own website as he could “not afford” to get someone else to do it for him. He proudly launched the site on a news list to which I belonged, encouraging all to visit and review his masterpiece.

“I have done all the research on the usability of the site, the best colours and fonts, how to position it on search engines and I have built the ultimate website for my business”, he crowed.

With this grandstand launch, many, myself included, went eagerly to review the site. The opening screen was only the beginning of the horrors that awaited us - canary yellow with his headings in large vivid red fonts. It was the first website I’ve visited where I was glad it downloaded at a slow, agonizing pace as it gave me time to adjust my eyes to the boldness.

The images were shaggy to the point where they were difficult to see and the copy sadly mirrored the poor quality text in many of the “junket” advertising emails that we all receive as spam.

The sad reality is that this site will not make this business any money. After all, he sells desktop publishing and with this approach he will undoubtedly scare his clients. The best he can hope for is that they don't find his site!

This is an extreme example grant it, though not too dissimilar to many websites that are out on the net today. Business owners wonder why they are not working.

b. First impressions

Simple truth is, even if they are found, (and most are not, but that is another story), people are "turned off" the site because of the poor presentation and representation of the business through the website.

Everyday we make judgments about people because of how they look. Yes, we shouldn't, but we do. A disheveled sales person tells us a story, a tradesman walking into our home with dirty looking shoes, a clothes store with dust and dirt over the floor. We make decisions based on what we see. It is human nature to do so.

People make the same judgments about websites. If it looks like rubbish – then that is the first impression they have about your business, your products and your service.

c. Wasting Time

In contrast, if you have a site that is slow to download or has an annoyingly slow loading flash sequence people will immediately begin viewing your business with impatience and annoyance.

I speak to people about websites everyday. I make a point of asking if they like Flash. The comment is always the same. "Yes it looks nice, but I always hit skip, I don't have time to waste waiting". Many even comment that it is just an "ego trip" for the business.

What lessons can we learn from this experience?

There is no doubt that this gentleman has saved some money on the cost of developing a website, but the sad reality is that he has cost himself much more than he has saved. I would be more than surprised if anyone would seriously choose to buy from a site that was this bad. So how much money did he lose in potential sales by actually letting his prospective clients see this site?

There are many real costs to his business that are often overlooked. He has just invested, by his own account, over 300 hours in this website. Even in conservative terms this must be valued at \$25 per hour. So the real cost of this website can now be calculated: 300 hours at \$25 per hour gives you a cost of \$7,500.

As a business owner myself, I would expect a minimum of \$15,000 in sales from this type of investment. At the very least business owners would want to break even.

Herein lays the real problem that drives many small business owners out of business. They fail to really understand the value of their time, so they don't properly qualify when to spend their time and when to spend their money.

Take the example above. If this gentleman had invested his 300 hours in really marketing his business, how many new prospects could he have spoken to? How many phone calls could he have made in that time? If I calculated it out as 40 hours per week, he had just worked for 7 weeks on this website. Can you believe it? Seven weeks investment for no return!

He could have purchased a quality professional looking website for a few thousand dollars, printed some fliers or advertised in the paper and told other business owners about his business or spent his time networking with business cards. There are so many quality options that our friend could have taken to grow his business.

Too often this is the way of many small business owners. They do not really value their time. Time management is a luxury for employees. It is not taken seriously by small business owners simply because they do not believe they have any time. But this is the reason why so many great businesses are gone within such a short time frame. How they choose to spend their time and save their money determines how their business will grow.

I see examples all the time of how some businesses grow and others just go.

One such instance occurred in October 2001. I had the pleasure of speaking to two business owners with similar turnover in October 2001. Both business owners were in similar financial situations, having been in business about one year yet still struggling to get their business off the ground. Both had poor quality websites that were not working for them. One chose to invest their own time into making their website. The other found experts who already had a proven track record of making websites grow businesses and chose to work with them.

Let's focus on the one who used our services, as we know all the facts and figures of how her business really grew. To give you a little background, she is located in Sydney and had a small home based business. She was eager to learn from us how to make the website work for her business and eagerly applied what we taught her to do.

Her time was spent entirely on marketing her business not writing computer code. The results have been fantastic. Her business has grown from around \$60,000 per year to an amazing \$280,000 per year. All this growth within the space of a 12 months period. Naturally, this business owner is very happy and is focused on ways to grow her business even further.

Leads are up from two, maybe three, a week to around 20 per week and she couldn't be happier. Her website is already geared up to sell the new products she will be introducing this year and best of all, she has bought her dream block of land ready for building her dream home.

This is really what business is all about. Achieving our dreams ... sooner. And a good website, coupled with working with a smart marketing team, can help you accomplish just that.

What happened to the other business you ask? They are back working for someone else, they have lost a lot of money and worse still they have had to give up their dream.

This is the sad reality for many business owners. There are things that you do well and can make money from. Do what you do well! Don't waste your time on other things that you don't do well and can't make money from.

1. Don't waste your time on trying to print your own business cards on publisher – they always look cheap and reflect badly on your business. There are many companies that do good quality printing for you for half the cost in your time and printer cartridges.
2. Don't waste hours trying to develop your website yourself. You will not learn what took techos 4 years in 4 weeks and most importantly, you will still not know how to market the site to make you money. Align yourself with a company that has proven results in generating growth for businesses.
3. Don't waste hours doing your own books. Supervise, be involved, organise but get somebody else to spend the hours filing, entering data, and doing the sums. Pick and choose a bookkeeper that will work the way you want and use them so you can spend your time working on your business instead.

Marketing really is the one area that most business owners struggle with. They can have the best product and ultimate customer service but no one knows about them.

Review how you spend your time. Make yourself some rules to make your time really work for your business.

The top 10 fatal mistakes

I promised you the list and here they are. Take a good look at these things because they could be costing your business money.

You will recognise how many of them annoy you too, yet so many people are "convinced" by graphic designers and other "would-be programmers" to fall into these traps. These mistakes will cost you customers and cost you money. Stay well clear.

Work with a credible company that has a proven track record in generating results. Not results in building websites – you are not looking for site builders, you need profit builders. You need people who know how to get you more new customer leads and how to increase website sales.

Let me give you another real life case study.

Last year a company located in Melbourne decided to join us. They had a website but believed it should be performing better. It was selling around \$250 to \$500 per month.

We launched their new website in February 2002. By August 2002 we had website sales at over \$6,000 per month. September it continued climbing to \$7,200 and October \$8,500 and it is still growing.

Here is the difference a good website can make. Do the sums – it is the difference between making \$4,000 per year and around \$50,000 per year. What would an extra \$50,000 in your business mean to you personally? To this businessperson it was the chance to buy his patient and supportive wife of 20 years a new BMW and take time off to go out with her and enjoy his life.

What could it do for your life?

If you are in a position where you are looking at how you can increase your sales, decrease some of your costs and increase your profits, then why not pick up the phone and talk to people who are already doing this for other business owners just like you.

Our office number is 1300 88 68 59 and ask to speak to one of our Resultants.

We are committed to helping business owners who themselves are committed to achieving success.

We have a proven track record and have the tools and the knowledge to get the job done fast and efficiently.

Call now on 1300 88 68 59

Top 10 mistakes

Here are the Top 10 Fatal Mistakes that I promised you. We are going to use this information to evaluate how effectively your website can work for your business.

Print off these sheets and complete them today. Errors on your website will cost you potential customers and thousands of dollars in lost sales.

Don't leave it any longer – others are making money and enjoying a great lifestyle all because they have a website that is tirelessly working for them.

Read each section carefully and then evaluate your website. Don't move on till you have figured out some ideas how you can change your website so that it starts working for you today. If you need help, then pick up the phone and talk to me. Don't delay.

If you need help, then pick up the phone and talk to our team on 1300 88 68 59. Don't delay your opposition will be enjoying the sales that you need for your business.

10 Fatal Mistakes Exposed

Mistake No 1 - Poor Quality Website Design

Don't make your business look like you are working from the back of a broken down truck. Customers will immediately feel nervous or unimpressed by your company if you look amateurish, disorganised or messy.

Remember, this is the first impression they will have of your business. If your website is designed to find you new customers, then you want to give them the very best impression.

Whether your product costs \$15 or \$5,000, your prospective customer will be making judgments about what and who your business is. It is human nature; we all make decisions on which company we want to deal with by "what we see". If all you give them is a bad impression, then be realistic – you won't get many sales from your website unless you are a "junket site" (high spam level and million dollar promises for doing nothing) or offer bargain basement prices.

While some designers charge ridiculous amounts for low quality work, there are good quality designers who can give you a good-looking presence. The best way to check out whom you are dealing with is to speak to previous customers. Did they get good service and most importantly did the website work for their business! Ask for a list of at least 20 people and choose who you call.

Give yourself a ranking

Do you have a professional design? Then you are a 5.
Does your website look like "a bad hair day"? Write down a score of 1

Score for your current website look: _____

How you can solve this problem?
Make some notes on how we can improve. A to do list!

Notes: _____



Solutions Management will give you a professional look website

10 Fatal Mistakes Exposed

Mistake No 2 - Over-bearing Designs

Don't make your design too overbearing; this will only take away from your message to your customers.

Graphic designers love to design, that is after all what they sell – their designs. In sharp contrast, you need to look professional, and the design needs to help you to sell your product. Please, make sure your website is not the “Mona Lisa” of their talents.

Your website needs to be a “work horse”, not a “show horse”. We need customers to come into the website and immediately see what you can do for them. Please carefully evaluate your website and make sure it is going to give a strong and positive representation of your business.

Give yourself a ranking

Is your design professional and does it highlight your product or service?

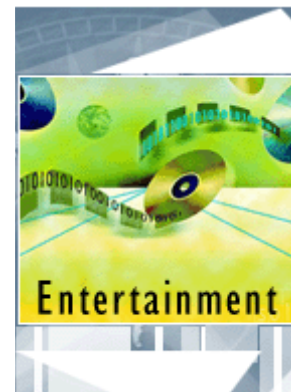
If yes, then give yourself a 5

If no, then give yourself a 1 and write down how we can fix it.

Your design score: _____

If you scored low – how can you fix this problem?

Notes: _____



Keep a Tally of your Total Score: _____

Solutions Management websites are work horses, not show horses!

10 Fatal Mistakes Exposed

Mistake No 3 – Waffle, waffle, waffle

Long-winded nothing introductions give your customers a message – “you don’t have much to say but you are going to take a long time to say it”.

They are a:

- Waste of valuable time when you could be selling to your customers
- Waste of valuable marketing dollars as they reduce your chances of sales to your customers – they will leave the site.

Don’t waste a valuable opportunity to sell to your clients by annoying them with waffle. If you are unsure of how to write or what to say, then consider doing a course with the International Web Marketing Institute (IWMI). www.iwmi.com.au.

The team at the International Web Marketing Institute will not only teach you what to write on your website, they will give you a “blueprint: to show you how to use your words to increase your rankings on the search engines.

Both the Search Engines and your potential customers are going to be reading your words. You need to make sure you have the right information on your website to maximise your results.

Give your current website copy a score

Is your copy long winded and full of waffle?

Is it helping you to increase your website rankings on Google, Yahoo and other search engines.

If no, then give yourself a 5

If yes, then give yourself a 1 and write down how we can fix it.

Your score for your copy: _____

Keep a Tally of your Total Score: _____

Attend IWMI training - learn how to write to bring you new customers

10 Fatal Mistakes Exposed

Mistake No 4 - Flashing Things

Please try to keep flashing things and annoying banners to a minimum on your website. You have gone to the trouble of bringing your prospective clients to your site – don't annoy them while they are trying to read about why they should consider doing business with you.

Flashing banners can be likened to a child constantly nagging at your side to buy them a lolly while you are trying to have an important conversation on a business matter that is worth thousands to your business. It is distracting, and seldom helps you to get the job done.

Likewise, banners – especially flashing or rotating- will annoy your prospective clients and distract them from your key message.

Give yourself a ranking

Do you have flashing and annoying things on your website that will distract your customers from doing business with you?

If no, then give yourself a 5
If yes, then give yourself a 1

Your ranking _____

If you have banners – do you really need them – or are they costing your business?

Solution: _____



Keep a Tally of your Total Score: _____

Solutions Management websites increase sales

10 Fatal Mistakes Exposed

Mistake No 5 – Poor Quality Pictures

Make sure you put good quality pictures on your website. There is nothing worse than straining your eyes to try to look at a computer screen at bad or ugly pictures of someone’s product. Here is the message that you give...

If you can’t get good pictures of your product then you aren’t proud of it. If you aren’t proud of it – why sell it!

Digital cameras are cheap now. The technology is easy to connect and use. If you have a good quality website system, putting pictures onto your site is easy – it only takes a few minutes.

Give your products the presentation that they deserve. Make them look good.

Give yourself a ranking

Do you have poor quality pictures displayed on your website?

If no, then give yourself a 5

If yes, then give yourself a 1 and write down how we can fix it.

Your ranking _____

Let’s make some notes on how we can improve it.

Notes: _____



Keep a Tally of your Total Score:

Solutions websites have Image Master – quality pictures guaranteed!

10 Fatal Mistakes Exposed

Mistake No 6 – Big Pictures that Download s l o w l y

Reduce the size of the photos or clipart that you load onto your website.

This will make them download faster and make sure that the images look clearer. Often this makes your products look much more attractive to your prospective customer.

Again – good website systems will give you the flexibility to do this within your program, but if you do not have a good system, then try editing the size in the photo software that comes with the camera or use a free one on the internet.

The Internet is all about speed...

Give yourself a ranking

Do you have slow downloading pictures?

If no, then give yourself a 5

If yes, then give yourself a 1 and write down how we can fix it.

Your ranking _____

Let's make some notes on how we can improve it.

Notes: _____



Total Score (so far): _____

Solutions Management websites automatically optimise all images

10 Fatal Mistakes Exposed

Mistake No 7 - Unsecured e-commerce

If you ask people for their credit cards but do not take the necessary steps to protect their credit card information then you are giving them a very clear message, "I don't care about you".

Most people I know are very cautious about putting their credit card details into the Internet. To ask them to do this without providing them with any security for their credit card information is in my opinion reckless and without regard for the value of your customer.

The simple truth is that most people won't bother buying from you. They will move onto the next website to buy.

How much business are you costing yourself by short cutting this area? More importantly what message are you giving to your customers?

If you have a product worth selling on the Internet, then give your customers the right message about your company and that product.

Give yourself a ranking

Do you have secure e-commerce?

If yes, then give yourself a 5

If no, then give yourself a 1 and write down how we can fix it.

Your ranking _____

Notes: _____



Total Score (so far): _____

Solutions Management provide secure real time e-commerce websites
10 Fatal Mistakes Exposed

Mistake No 8 – Make it hard to find your information

The second biggest complaint about websites is that they are hard to use. Typically, I hear comments like, “they are too hard to find your way around” or “I couldn’t find the information that I was looking for”.

Why make it hard for your customers? You want them to open their wallets and give you cash – why make it hard for them to do this?

Five simple rules:

- ✓ Clearly lay out your menus for people to see information.
- ✓ Use headings and separators so they are easy to read
- ✓ Don’t use the multiple tiered menu options unless you want your customers to get lost.
- ✓ Use convenient “pop out” systems that are simple and quick to use

Don’t make it hard for people to do business with you!

Give yourself a ranking

Do you currently make it hard for people to do business with you?

If no, then give yourself a 5

If yes, then give yourself a 1

Your ranking _____

How can this be improved?

Notes: _____



Total Score (so far): _____

Solutions Management websites are easy for your customers to use

10 Fatal Mistakes Exposed

Mistake No 9 – Encourage customers to Contact you

I find it incredibly frustrating when I go to a website , decide that I want to contact the business and then spend 10 minutes looking for their phone number or email address to contact their office.

Though this should sound obvious, whenever we raise this in our 2-day boot camp training program through IWMI, I always have 8- 10 people nodding their heads in agreement with me.

Clearly it is a major issue. Ideally have a "Contact us" form on your website so that customers don't have to leave to email you. Remember to put your phone number on the website.

Give yourself a ranking

Is it easy for customers to contact your business?

If no, then give yourself a 5

If yes, then give yourself a 1 and write down how we can fix it.

Your ranking _____

Let's make some notes on how we can improve it.

Notes: _____



Total Score (so far): _____

Solutions Management help your potential customers contact you

10 Fatal Mistakes Exposed

Mistake No 10 - Goals & Expectation for your website

You have objectives that you need to reach in your business – your website should be a marketing tool helping you to achieve these business objectives.

Do not buy a website without knowing how you will work with it to make you money. This is a trap many have fallen into. They buy a website from a website designer who makes it look nice and put it on the Internet somewhere.

Effectively they have done their job and you are left with a website somewhere in cyberspace doing goodness knows what. All you know is that it has cost you a lot of money and that it is not making you a lot of money.

Please, find a company with a system that you can “plug” your business into, so that you have help and support to get the website working for you. Simple things like regular and up-to-date information on how to get on the first pages of search engines, how to embed your sales process into your website so that it brings in leads, and how you can get free press on your website and your business.

You will need to know all this information. What use is your website going to be if you don’t know how to use it to bring in leads and sales?

Naturally, we offer all this and much more to our clients. That is why I know for a fact that you will need all this and much more information if you want to get the results that our clients are achieving from their websites.

Don’t get me wrong, they are not spending hours and hours on their sites – they have an efficient program that helps them to get results – fast. Like you, they are in business to get their goals of holidays, nice cars, and more time to play golf or stay at home with the children. Their website is a tool that is helping them to achieve all of this – sooner.

Give yourself a ranking

Do you have clear, written goals for your business website?

If yes, then give yourself a 5

If no, then give yourself a 1 and write down how we can fix it.

Your ranking _____

Let's make some notes on how we can improve it.

Notes: _____



Total Score: _____

Solutions Management provide Internet marketing strategies

Add together your total scores from each page and give yourself an overall ranking.

Summary

Once you have tallied up your scores, take a look at the rankings below and see how you have fared. I will warn you, we don't mince words. If you have purchased this book, it is because you genuinely want to find out how to get your website to work for your business.

We have to give you the results straight down the line, so that you can then make some business decisions about what you need to do so that you can be growing your business fast and efficiently like the case studies that I shared with you.

Scores:

Score of 40 - 50

You have a great website. It really should be making you money if you have been honest and have been reviewing your website from your customers' point of view. If it is not and you would like us to review it, then please email the web address to webreview@solutionsmanagement.com.au and we will take a look at it for you.



Score of 20 - 40

Your website really does need some work.

It sounds like you are probably not getting genuine new customer enquiries which are then becoming good quality sales for you then you need to give your website some urgent attention.

Don't delay – it will cost you money. Your competitors will get a head start on your market and you will miss out on customers and sales.



Score of 0 - 20

I think that you already know the outcome here. Sad though it may seem, you have either been given the wrong advice and assistance or, if you have done it yourself, then you are reading the wrong books. Websites with a format of amateurish designs and gaudy colours simply don't work for serious business results.

They are considered to be in the junk market along with the spam letters promising you that you can earn a million dollars by buying this \$30 book and emailing it to all of your friends. Yes it has worked for the first into the market with this material the same as Multi Level marketing always does, but if you have a serious business that you want to promote, this is giving all of the WRONG impressions to your clients and it is seriously costing you new customers.



Seriously, your website will not be attracting the right kind of customers. You may get "hits" to your website, but how many sales are you getting? Your website needs to generate good quality sales enquiries and help you to convert your leads into sales. Don't settle for anything less than results!

Read success stories on the Solutions Management website. Look under case studies

www.solutionsmanagement.com.au

or call and talk to one of our helpful team

1300 88 68 59

Conclusion

Commit to do whatever it takes to make sure your website does work for your business. After all, before you went into business, you made a commitment to yourself to do "whatever it takes" to make sure you reached your goals and dreams sooner.

A good website will help you to make your dreams come true sooner by helping you to increase your leads numbers and therefore increase your sales, decrease some of your marketing costs and make it all happen faster...



Choose Solutions Management to help you to capitalise on the huge opportunities that are available to business using the Internet to generate new customers and sales!

About Solutions Management and what we do

Solutions Management is a marketing and web design company. We are helping to grow many Australian small businesses.

We focus on generating results for your business. It is not about the technology in the website – it is all about the marketing. We are straight down the line in our approach to marketing and business growth. We choose to help, support and work with likeminded business owners who are committed to growing their business quickly and efficiently.

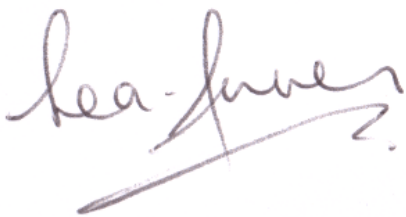
We are located in Melbourne and work throughout Australia with businesses owners who are looking for results. They want fast set-up times and the information to get their business pumping and simply can't find a service like ours located elsewhere.

If this sound likes the type of straightforward company that you have been looking for to help you to reach your goals this year, then pick up the phone and talk to us now.

Ph: 1300 88 68 59 or email me on info@solutionsmanagement.com.au

We look forward to helping you to grow your business through a successful Internet marketing program

Regards Lea

A handwritten signature in dark ink, appearing to read 'Lea-Anne Brighton', with a long horizontal stroke underneath.

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