

A Website Sales And Design **SPECIAL REPORT**

# THE TOP 5 WEBSITE DESIGN MISTAKES

## *Design Mistakes To Avoid At All Costs!*



**A Bonus Special Report**  
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# Top Web Design Mistakes to Avoid

1. **Not Capturing The Visitor's Attention.** You must capture the user's attention within seconds, and almost immediately convey what your website is about. With the amount of information available on the web, it is imperative that the visitor can easily scan your site. Do not use large blocks of text, slowing the reader down. After all, it's likely that your visitor is working on multiple things on the computer, has multiple windows open, and will ask themselves within a few seconds "Is this site giving me the information I want? Will I stay or click the exit button?" Violate this rule and you *will* sabotage your online efforts.
2. **Use large, clean, simple fonts that are easy to read.** With the myriad of fonts out there, it's easy to find fonts that make your site look very sophisticated, but are hard to read. Stick with time-tested fonts such as Arial, Courier New, Georgia, Helvetica, Times New Roman, Trebuchet MS, Verdana, and Webdings.
3. **Not having a clear call to action.** Many websites are just bland, static brochures for the company or product. If you aren't leading your visitor towards

performing an action such as purchasing a product, contacting you for more information, subscribing to your newsletter, etc., then you will be losing them very quickly.

Just as important is the design of the call to action. Make sure you use large, eye-catching call to action buttons such as:



***Get Instant Access!***

**Side Note:** You can snag great call-to-action buttons using a program like [SnagIt](#) for the PC or [Skitch](#) for the Mac, or simply by doing a search using google images.

**4. The old real estate adage can be used here. What are the three most important features of a website? Content, Content, and Content!** Great content is an absolute must, but the presentation of that content is equally as important. It is all too easy to overload the reader with blocks and blocks of content. People searching the web aren't looking to read a novel. They are looking for great information that they can grasp quickly. It is very important to leave a large amount of white space, allowing the reader to focus on the content in that block of writing. Break up the content with headings, bullets, paragraphs, etc. Make sure the font size, spacing, and margination of the pages all make for

very readable content. Lastly, need I say that spelling and grammar are critical?

**5. Using annoying flash headers or starting your website with music!** I, like most, will automatically hit “skip intro” when presented with a flash animation header. And I’m not the only one who has had their speaker volume turned up to hear an audio online, then forgotten to turn it down. Navigate to another website and **BAMM!** Knocked out of your chair by music that automatically starts, at maximum volume. Great for when you are on the phone conducting a business call!

There are many other design mistakes to avoid, but these are the main ones to concentrate on for now. Entire treatises have been written on website design.

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