

I'm Sorry, Webmaster/Webmistress, But Here's Why I Left Your Site...

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By John Evans

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You have to admit that there are some pretty wonderful-looking sites out there. In fact, most of them are really nice. But, there are some that just don't seem to get the idea.

No, I'm not an EXPERT web designer, but, just like you, I know what I like, and what makes me leave a web site.

So, just for a while, let's pretend that I'm sending an email to..."someone". And the reason for writing is simply to let them know why I didn't visit their site for very long.

Any one, or more, of the examples below could have been used. They would not have been sent to offend anyone, only to let them know that MAYBE it's one of the reasons their sales are not what they expected.

Who knows, it might actually help someone!

1. Winking, blinking, flashing, bouncing, rolling, jumping, twisting graphics. I came to your site because something attracted me to it. But, how can I

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concentrate on your offer, with all that distraction?

2. Text, or graphics marching across my screen. I didn't come to your site to see how clever you were at web design. If I want to see a traveling marquee, I'll go to a theater.

3. Your site runs way off my screen, and I have to scroll back and forth to read your offer. No, I'm not lazy, I just don't want to wear out my 'scroller'.

4. Long, long paragraphs, that not only have 150

sentences, but run clear across the screen. Would be much easier to read if you broke it up into many paragraphs, and put into a table that is only half the screen width.

5. I don't think I'm blind, but how the heck do you read red text on a pink background? Or dark blue on a black background?

6. Wow, you must be making a pile of money, with all those affiliate links you have. Are they REALLY that good? Can't make up my mind which one to look at, so I guess I'll just have to leave.

7. Gee, can I REALLY make \$5,000 a week, in only 2 weeks? Seems real good, but it sounds so exaggerated I think I'll just leave for now, AND THINK ABOUT IT... Maybe!

8. Sorry, but before your site even finished loading, you bombarded me with MUSIC. It really didn't do a thing for me...except make me leave...immediately! (I have my own radio).

9. Now that's going too far! When I clicked on your site, a pop-up jumped out at me. That's not too bad, but when I clicked on one of your links, I got ANOTHER pop-up. And when I clicked OUT of your site, guess what? ANOTHER pop-up. Now you've gone and done it, because if I see another of your ads, do you really think I'll visit your site again?

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For some reason, I don't think so...!

Just thought you'd like to know.

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Writing articles is one real pleasure in my life. Have owned dailybiz.com for several years.

Rich Webmaster, Poor Webmaster – Website tips

By Carl Harper

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To have a presence on the internet, one of the most important aspects to the success of your website is the name of the domain. It is getting increasingly difficult to find a quality name that both represents the contents of your site and can be easily remembered due to the sheer amount of websites on the internet today.

If you are an experienced Webmaster or starting out for the very first time to create your Website then ensure you get the headstart you need with a well chosen domain name.

Domains (usually referred to as Website name) can be purchased outright and some companies now even allow you to rent them.

Our tips for starting out with a Website once you have your ideal Website name are as follows;

(1) Promote your site through search engine submission as you will not get many visitors if no-one knows you exist. Ensure you do not repeat words too much and spend time on your meta tags to ensure you are search engine friendly.

(2) Provide a reason for people to keep coming back to your site by providing cheap or quality goods, information, great tools or fun games.

(3) Don't try to fool people or use pop up windows to try to make sales as this will just detract from their experience of your site and may lead to them never returning.

(4) Bandwidth costs can become expensive if your site proves to be very popular so ensure all of your web pages are optimised and never have a web page that doesn't add value.

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That's enough to start with, good luck.

Carl Harper is the author and freelance writer of a number of articles and tips on Mobile Phones. He is also the webmaster of the

c4rlh.com



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