

5 Common Web Design Mistakes and How to Avoid Them

It's easier than ever to stake your claim on the web with plug-n-play templates and one click web wonders. Whether you do a website yourself or work with an expert, steer clear of the following common mistakes.

1. **No white space.** Avoid wall-to-wall text on your website. So many websites are laden with paragraphs and dripping with ads. Instead of all-text, use white space and clever graphics to give your reader a break, and to lead gently to the final destination (your offer).
2. **No focal point.** Something has to be the boss, folks. Shallow as it is, I can tell you in about 5 seconds whether or not I want to do business with someone based on the look of their website. I know I'm not alone in this instinct. Make sure you have a focal point on your web page – something that reflects who you are and lends credence to your message. If you're writing a blog post, consider inserting a graphic. A picture says a thousand words.
3. **No call to action.** Every page of your website is a potential gateway to your company. Since you never know which door someone may walk through, be sure to include a call to action on every page of your site. Examples are:
 - ❖ Join our mailing list
 - ❖ Request a free brochure
 - ❖ Schedule your free consultation
 - ❖ Call for a free demo.

Don't send your visitors away empty-handed!

4. **No breadcrumbs.** The web is an amalgamation of rabbit trails. It's easy to get lost. Be sure to help your reader by including easy to use site navigation at the top and bottom of your site and a 'you are here' breadcrumb trail i.e. *Home>How we work>Success stories*. We all feel more secure with a map, right?
5. **No more me-me-me.** Unless you want your mother as your only reader, don't write all about yourself. My favorite websites are those that speak directly to my problem, offer a perfect (quick and easy is good, too) solution, and send me on my way. It's okay to write about yourself, just not on every page. Keep it real and keep it focused on your reader.

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