



Custom Internet

The Seven Deadly Sins of a Website

What will make your customers call the competition?

Your website could be your customers' first impression of your business, so it must reflect high quality and persuade them to buy from you.

Out of all the business websites we visit, many have a major problem - one or more of these 'seven sins'.

If your site has any of the following problems, your prospective customers are more likely to call the competition than you ...

1. **Your site doesn't exist:** If you publicise a site address and it doesn't exist, or is 'under construction', your potential customers will simply try the next one.
2. **Email doesn't work:** If your published email address causes errors, or email is not responded to promptly, they will try someone else.
3. **Out of date information** will not build confidence in your business.
4. **Broken images or links** are a sign of poor maintenance - will they trust you with their business?
5. **Slow response** will try your visitor's patience.
6. **Little or no product information** - how can visitors evaluate your product or service if they have no information?
7. **Missing or inaccessible contact details** make it hard for customers to get in touch with you. In particular, on-line customers will look for an email address. There are many sites that do not publish an email address or online contact method and are missing out on an important communication channel with their customers.

How we can help

At Custom Internet, we have design and marketing experience to get your site noticed. We can purge your site of these evils through a website update, rebuild or makeover.

Don't allow your website to drive customers away because of errors that can readily be discovered and corrected. We offer a **free web site audit** and will undertake site repairs and updates to improve usability, search engine rankings and performance.

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