

## The Most Common Web Site Design Mistakes

- 1 Stale content that never changes.
- 2 Obsolete or outdated articles, price sheets or other information.
- 3 Poor spelling, grammar or punctuation.
- 4 Website graphics that take too long to download.
- 5 Poor image quality. Pictures aren't clear or look amateurish.
- 6 Incompatibility. Your site won't work on all browsers and/or needs special plug-ins.
- 7 Confusing navigation or lack of navigation.
- 8 Excessive scrolling. Pages are too long, forcing visitors to scroll excessively.
- 9 No clear message or purpose. Visitors can't easily determine what your website is all about.
- 10 Sensory overload. Too many bells and whistles including all or a combination of: flashing graphics, audio clips, animations, numerous type styles, busy background patterns, and inappropriate, ineffective use of Flash.
- 11 Inconsistent visual and written style. The visual and written scheme and theme of your website should be consistent throughout.
- 12 Being pushy! Don't force visitors to register or provide personal information unless necessary.
- 13 Broken links will reduce the credibility of any website.
- 14 No specific person is assigned to oversee website maintenance.
- 15 Website is not scalable.
- 16 Initial planning has not included site expansion requirements. New navigation buttons and menus may need to be added to meet future demands.
- 17 Web pages or other content cannot be quickly and easily added or removed.