



The 5 Main Reasons Why Websites Fail

The Internet is still a fairly young marketing paradigm. Even today in its infancy, the Internet is made up of vast array of technologies, concepts, and ideas. Believe it or not just two short decades ago the Internet was completely unheard of.

Over the past several years the Internet has developed at a phenomenal rate and has grown at astonishing speed. Internet users expectations along with the fast-paced approach to creating a **successful Internet presence** create bigger and bigger challenges for those that practice web design and development. A fair amount of help came by establishing website standards (W3C) but the bottom line is this, websites both fail and succeed and most fail. By simply having a website built and deployed on the Internet does not guarantee its success or that it will even be found among the billion or so websites already out there.

Below, Market Me Now has put together a list of the 5 most common reasons why websites fail in the highly competitive marketing world of the Internet:

1) A Lack of Proper Investment:

Your website is now, without a doubt, the most powerful marketing paradigm that you will use to get information out to the public regarding your business or organization. Previously businesses might have used the Yellow Pages, newspaper ads or even local TV or radio to promote their products and services. **Today their primary tool is the Internet!**

As with any business venture a **successful website can only come about through you making an adequate financial investment.** **It is not enough to simply put a web site up on the Internet.** Websites need to be strategically planned and carefully developed. Unfortunately, the tendency for most real estate brokers and agents is to save money and quickly 'put something together'. That just isn't enough and it certainly doesn't work. **Never cut corners with your web site. First impressions always count and your website more than likely will be the first impression you make on a lot of potentially new customers.**

2) Refusal to Work with Professionals:

Success on the Internet is not as simple as having your neighbor's teenage son's best friend or the cheapest web developer design a website for you. Competitive websites need to be **designed, branded, architected, developed and marketed by professionals in order to effectively compete in today's Internet marketplace.**

34310 9th Ave South, Suite 110, Federal Way, WA 98003
Cell: 253-592.7488, Office 253-835-7111, Fax 253-661-1675

www.marketmenow.com



Talk to a professional about the website that you plan on developing. An Internet professional will be able to advise you on what works and what things you should steer clear of. You should never to underestimate the rewards of investing in professional planning, design, search engine optimization, and marketing.

3) In-effective or Poor Design:

Your website is a part of your company brand and ID and the design of your web site should be consistent with your brand. Your website should also be well-designed, clear and visually clean. To accomplish this, it is important that you have it designed and put together by a professional.

Everything from the layout of the website, to the colors used, to the content on each page of your website needs to work together to strongly present your company, products, or services. In the same way, the terms used on your website navigation must be as easy to understand as possible. Make your links concise and free of confusing words or phrases.

4) Difficult to Use:

Internet users expect nothing less than to be able to visit your web site and to find what they are looking for quickly and easily. The text and the images on your website along with the way in which they are laid out are all extremely important. Good information layout gives the user everything they are looking for with respect to ease of use.

Try to keep in mind that the Internet is an extremely quick medium. Users are liable to click away from any website that proves to be a hassle to surf. Also, if a visitor leaves your website before you have had an impact on them, they are not likely to return.

5) Ineffective or No Search Engine Optimization:

Websites must be search engine optimized in order to become a viable marketing tool on the Internet. The Internet is now made up of literally billions of competitive, well-designed websites and these figures just continue to grow. If your website cannot be found in the major search engines (Google, Yahoo, and MSN) or directories it is, for all intents and purposes, just like not having a website AT ALL!

Websites and Internet marketing require a reasonable and proper investment. The investment will increase depending on what market share you are trying to capture. Choose a qualified web design and marketing company to take on this task.



There are certainly a lot more reasons why websites fail, but these are without a doubt the most important ones.

Market Me Now's professional **Internet Solutions Team** clearly understands the Internet. We can assist you with where you want to go with your website and help you gain that competitive edge.

Feel free to contact us using the contact information below.

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