

THE LITTLEFISH PODCAST

EPISODE 02 RESOURCE:

# 5 MAJOR WEBSITE MISTAKES AND HOW TO FIX THEM



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School OF Marketing

# 5 MAJOR WEBSITE MISTAKES AND HOW TO FIX THEM

Whenever I first talk to a potential client, I ask for the URL of their current website. The reply is almost always, "Please don't judge my current site" or "don't look at my website!" They make excuses for their site because they know it's not what it could be.

Don't be embarrassed of your website. Instead, fix these 5 major mistakes and have a website that works for your business.

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## Website Mistake #1:

*It's out of date and doesn't reflect what you offer now*

**Takeaway:** Websites don't last forever

Let's stop it with this idea that websites are supposed to last forever. You can't just "set it and forget it." Your business is dynamic and changing, so should your website. It should adapt to what you're selling and who you're selling to at any given time.

It should always have your latest offer and value proposition, your most updated information, and should be utilizing the latest technology to create the best user experience. Start thinking of your website as an employee and less like a trophy collecting dust.

**Solution:** Change your mindset, Revisit and refresh your website content every 6 months.

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## Website Mistake #2:

*It was never well thought out to begin with*

**Takeaway:** Your website shouldn't be an afterthought

Websites are an afterthought for so many businesses. They know they need one, so they throw something together themselves OR hire a web designer for a couple of thousand dollars to create something. Then they leave that website unchanged for 3 years! They're able to check it off of their list but it's not doing anything for them. It might be hurting their online sales.

When you create a website, you need a strategy beyond just making it look good. You have to think about which words sell your products or services most effectively AND how to layout the website to get business. Plan a clear path for people to follow. Your website should be a guided tour, not a wild, college road trip!

**Solution:** Look at your website as a guided tour. Think about what you actually want people to do on your site and then lead them down that path.

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### **Website Mistake #3:**

#### *It was created for robots, not humans*

**Takeaway:** Focus on user experience first and Google rankings second

So many websites are created by SEO gurus for Google rankings, but not for regular people. I often see websites that rank well in Google searches, but the site looks like a novel stuffed with hundreds of words! If a human does read it, it feels like they're reading the musings of a robot with a limited vocabulary.

First and foremost, your website should be created for humans. It should be written using everyday language.

**Solution:** Avoid long paragraphs. Break up your text into headlines and short sentences. The design should include white space to give it room to breathe. Use keywords and key phrases sparingly.

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## Website Mistake #4:

*It doesn't make you any money* (even though you spent tons of money on it)

**Takeaway:** Think of your website as a 24/7 salesperson.

Your site should be making you money. If you can't track any sales back to your website, you're probably wasting money.

Websites have changed dramatically over the past few years. We used to build websites to "inform." We looked at them like brochures that potential customers would casually browse through for an hour if they were interested in buying our products or services. Those days are gone. Nobody has the time or interest to browse your business website.

The average person is exposed to over 5,000 ads a day! They are constantly filtering out irrelevant information. The #1 job of your website is to "persuade" - and to do it quickly. That means that you have 3-5 seconds to get your customer's attention and explain how you can solve their problem.

**Solution:** Show your website to someone who doesn't know you or your business and ask them to tell you what you do. If they can't tell you after reading it for 5 seconds, it's time to make some changes.

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## Website Mistake #5:

*It doesn't solve your customer's problem*

**Takeaway:** Your customer is the hero, you're the guide. How can you solve their problem and make their life better?

Too many websites are full of noise. Tons of information about your business that no one will read and few people will even understand.

Think of the one major problem you're solving and talk about that over and over. Then talk about your plan to solve it, and how they can buy your solution. That's it.

What's in it for them FIRST. Then, talk about yourself later. We refer to this as making your customer the hero of the story. Position yourself as the guide.

**Solution:** State your customer's problem on your homepage, your plan to solve it, and how they can buy.

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## **BONUS Website Mistake #6:** *No one is visiting it. You've got no traffic.*

**Takeaway:** All roads should lead back to your website

Let's say you do have a good website and have done everything I mentioned above. Now, you have to send people to it. All roads should lead back to your website.

Your website and email lists are the only things you own online. Every other channel or platform can change at any time. So, once your website is set up to turn visitors into customers, send everyone and every link to it. Promote it on social posts, put it in every online directory listing, every social media profile that you have, Mention it in networking events, when you meet people in person, work on your SEO, and pay for Ads.

You should have people visiting your helpful website, not just letting it collect dust on a shelf. Stop being embarrassed about your website. Get your website right first, then send traffic to it.

**Solution:** Once your website is set up to turn visitors into customers, send everyone and every link to it

# 3 EASY QUICK HOMEPAGE FIXES

## 1. REWRITE YOUR WEBSITE HEADER

*It should answer these 3 questions:*

- *What do you offer*
- *How does it make your customer's life better*
- *How do they buy*

## 2. STATE THE PROBLEM YOU SOLVE AND YOUR SOLUTION

## 3. ADD A CLEAR CALL-TO-ACTION BUTTON

*Not contact us. What's the next practical step you want people to take to buy your product?*

- *Schedule A Call, Book A Trip, Buy Now, Schedule A Strategy Session, Get An Estimate, etc. Put that on a button all over your homepage.*

