

# Small Business Web Mistakes & How to Fix Them

Of all the types of advertising and marketing available to your small business, your web site has the potential to be seen by more customers, can promote your company perpetually through links, and is always accessible to your customers. But there are some basic web mistakes that many small companies make that can end up hurting business instead of helping it. Do any of these mistakes show up on your web site?

**1 Not enough content.** Often, small businesses will put minimal information, along with their contact information, on their web sites and think that's good enough but it's not.

**FIX IT:** When creating content for your site, think about what your visitors are trying to accomplish. What types of questions are they asking? What specific information do they want to find? Original content is best, but if you just don't have the time, consider using articles by respected experts in your industry (there are lots of article web sites that provide free articles!), or put an RSS feed on your site to bring in fresh content.

**2 Old or outdated content.** If your site never changes, the search engines will eventually ignore it, and visitors will not have a reason to come back. It's also unlikely that visitors will recommend your site to their friends and colleagues, too.

**FIX IT:** Make a point of adding something new to your web site each month, even if it is a simple update to your calendar of events or a new FAQ. Make sure to add your company's newsletter articles on the site every month too, since these are a great source of content that may also contain some of your keywords and phrases as well.

**3 Not being search engine friendly.** If a search engine spider cannot read your web pages, it just moves on to the next site, and your information may be completely ignored.

**FIX IT:** Use unique Title and Description meta definitions on each of your web pages, and include a robots.txt file and site map (use both HTML and XML versions for the best results). Make sure you have lots of keyword-rich text on each page and a text-based navigation system rather than an image-based system.

**4 The site is built using Frames or Flash.** Not too many web sites still make this mistake, but there are still some small business web sites out there using one or both of these methods. Sites built with Frames or Flash pages cannot easily be read by the search engines, and web visitors typically hate using them as well. These are older web techniques that don't reflect well on your business, and they don't perform well in the search engines.

**FIX IT:** Invest in a web site redesign that uses a CSS and/or tables-based structure for the site. This is a standard for today's web sites, and makes it easy for search engines (and human visitors) to access the information on your web site without the barriers that Frames and Flash often create.

**5 Not monitoring your site in the search engines.** If you don't pay attention to your search engine results, you can't react to changes or take appropriate steps to make sure your site shows up in the search results and keeps web traffic flowing.

**FIX IT:** You can monitor your positions using a commercial software package, or have your web firm or SEO company send you monthly reports. If your budget is tight, you can set up a free Google Analytics account to monitor your site, but remember that the data you will receive is limited to what's happening in Google only.



**Five Sparrows, LLC**

Web Sites & Marketing for Small Business

[www.FiveSparrows.com](http://www.FiveSparrows.com)

3889 Hartland Hills, Hartland, MI 48353

Phone: 810-923-1874

Fax: 810-746-0031

Email: [sales@fivesparrows.com](mailto:sales@fivesparrows.com)