

# **The Seven Critical Website Mistakes**

Website Mistakes People Unwittingly  
Make, and How To Solve Them

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1. Computers & Internet

To Maricarmen, my lovely wife.



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Also by

**Alun Richards**

**Fire Your Webmaster!**

*Create Your Own WordPress Website*

*And Save Yourself A Fortune*

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**Note**

Chapter One of *'Fire Your Webmaster!'*

now includes the whole of

*'The Seven Critical Website Mistakes'*

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**Why  
Understand  
the Critical  
Problems?**



In my many years of creating websites for clients, I have seen a number of problems that come up again and again. They are the problems that have the biggest negative impact on people. They are the fundamental problems that you need to get resolved to build a website that works for you. Any one of these problems can frustrate your chances of being successful online. If you avoid them in the first place, you have a much better chance of succeeding with your website. Let's explore them one by one.

1. Website Not Oriented to Your Market
2. Having a Brochure Website
3. Wrong Hosting
4. Choosing The Wrong Registrar
5. Wrong Domain Name
6. Wrong Technology Choices
7. Poor Look and Feel



# **The Seven Critical Website Mistakes**





# **1. Website Not Oriented to Your Market**



Let's start with the biggest problem of all - a website not oriented to your target market. With some of the website problems I'm discussing, we can change an aspect of the technology used, or a service supplier and resolve the problem.

Not so with this problem. If your website is not oriented to your target market, it's best to take a deep breath, accept the fact and begin planning a website that does appeal to your market.

The sad fact is that if you try to appeal to everyone you will appeal to no-one. Appealing to no-one means you get no site visitors. And this means no list sign-ups and no eyeballs to see the products and services you offer.

So it pays to get clear from the start what it is you offer, and to whom, and to orient your website around that.

## **What is Your Niche?**

In order to be successful in business – any business – you must be crystal clear about exactly who your market niche is.

And your website must reflect this.

It must provide information that your target market want. It must use their unique language. They must feel that it's written for them, or they will go elsewhere.

Your website must be oriented to your target market.

The risk is that if it's not specifically oriented to your target market, your website won't appeal to anyone.

# What does Your Market Want?

Your website must offer what your target market uniquely want.

If you know your target market well, you must be aware of their top 3-5 problems. Every market has a set of problems that the members of the market come across again and again.

In recognising what these are, not only do you gain credibility in that market, but you develop rapport with its members instantly.

# How do You Know What Your Market Want?

You know what your market want by asking them! More about this later, but there are several effective online means to get information from your market, as well as the more traditional offline ways of getting information.

If you're not sure what your market wants, then the first step is to find out. This will save you perhaps weeks of lost time in developing the wrong product, supplying it via the wrong media or offering it at the wrong price.

## **Does Your Website Deliver It?**

Finally, you must ask yourself whether your website delivers what your target market wants. Not what they need – what they want.

Need and want are two fundamentally different things. You may know precisely what your market need, but there's no point in offering it if they do not want it.

So does your website offer what your target market actually wants, in the format they want, at a price that they can afford?

If you offer solutions to your market's key problems, then you will be a person much in demand. If you don't, your website may need some changes.





## **2. Having a Brochure Website**