STAND OUT FROM THE CROWD

YOU KNOW YOU WANT TO

Top 10 reasons why your website is a flop!



iCON! WEB+GRAPHIC DESIGN

WE BUILD WEBSITES THAT BUILD BUSINESSES

TOP 10 REASONS WHY YOUR WEBSITE'S A FLOP

If you're unhappy with your current website, there may be heaps of reasons for this. But the most common reason is that it's underperforming - it's just not doing the job it was intended to do. And you're losing money and opportunities because of it! Poor website performance can include a lack of new enquiries and, therefore, sales opportunities. Websites are complex creatures, so there can be many factors causing this poor performance. Here are our top 10 reasons why your website might be performing as well as an ashtray on a motorcycle!

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IT'S AS UGLY AS A ROBBER'S DOG

People don't want to spend their precious time looking at something that makes their eyes bleed! But being ugly is not the main problem: ugly websites are also often old, out of date and underperforming. The software and plugins used on the site are usually old and outdated too, which means things don't work properly or at all. They're clunky to use and just plain hard work. A qualified graphic designer (like Icon!) will create a beautiful environment for customers, while making it easy for them to find what they're looking for.

HUH... WHAT'S SEO?

SEO is search engine optimisation. In plain English, it means customers who don't know your business name have the best chance of finding you when they search on Google, and now when they ask AI tools like ChatGPT and Google's AI Mode for a recommendation. That means using the words your customers search for, clear page headings, properly described images and useful, plain-English information about what you do and where you work. If this wasn't done properly when your website was built, you probably wouldn't know... until you realise you haven't had a single enquiry from your website.

IT'S AS SLOW AS A WET WEEKEND

Humans are impatient. And so is Google: it doesn't like slow websites. Google measures how quickly the main content of each page appears and recommends that it loads within 2.5 seconds. If your pages are slow, visitors give up and move on to the next website, and Google is less likely to show your site near the top. Next! Page speed can be affected by many things, but the main culprits are photos that are too large (as in megabytes), too many plugins, videos hosted in the wrong place or the wrong way, cheap hosting, or a site that was poorly built from the get-go.

DOES RESPONSIVENESS SOUND FAMILIAR?

Let's explain what 'responsive' means. People look at websites on many different devices, including desktop computers, tablets and smartphones. All of these have different sized screens: some wide, some tall and some that rotate to be either. Your website needs to display properly on all of them and automatically adjust, or 'respond', to suit the screen size. Here's the problem: Google now looks at the mobile version of your website first when deciding how to rank it. If your site doesn't work properly on a phone, that's the version Google judges you on. And around half of all website visits in Australia now come from phones and tablets. Ponder that.

POOR NAVIGATION LEADS TO YOUR COMPETITOR'S SITE

People are time poor. They want to find what they're looking for… and they want to find it quickly and easily. If they can't find what they're looking for, they'll become annoyed and frustrated, and move onto your competitor's website to find it. A website that is easy to navigate – because it was well planned and thoughtfully designed – is like a breath of fresh air. Make it easy for them to become your next customer! The steps that you want your visitors to take once they land on your web page must be clear and simple.

A CHAIN IS ONLY AS STRONG AS ITS WEAKEST LINK

Throughout a website there are buttons and links to other pages on the site, and sometimes to other websites. This is great when they all work. But if you've ever had an error message like '404 Page Not Found', you'll know how frustrating broken links are. They stop visitors (and Google) from reaching your pages, and too many of them make a website look neglected or abandoned.

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FIND YOUR VOICE AND START BLOGGING!

Many people just don't want to know about blogging. But blogging is actually great for SEO! It helps with several things that are important for ranking and can be a very powerful way to increase traffic to your website. Having a blog that's updated regularly with high quality posts on topics relevant to your audience can improve your SEO by keeping your website fresh and current. Blogs will also increase the time that visitors spend on the page and help you target specific keywords. It's well worth the effort.

SECURITY WARNINGS WILL MAKE VISITORS RUN A MILE

You may have noticed that some website addresses begin with http:// and some with https://. What's the difference? The extra 's' means the website is secured by an SSL certificate. Your connection to the website is encrypted, and any information you share on it is sent safely. If a website isn't https, browsers like Google Chrome label it 'Not secure' in the address bar, and anyone visiting the site will see a warning that it isn't safe. How will your visitors respond to that?

MAYBE YOUR SITE IS HIDDEN FROM GOOGLE?

Google usually finds new websites on its own, but it can take time, and some websites are accidentally hidden. A common culprit is a 'discourage search engines' setting that was switched on while the site was being built and never switched off again. Setting up Google Search Console and submitting a sitemap tells Google your site exists and shows you which pages are included in its results. For a quick check, type site:yourwebsite.com.au into Google. All your website pages should appear in the list. If they don't, Google isn't showing your site, and no one will find it unless they already know your web address.

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SOME THINGS DO IMPROVE WITH AGE

And a website is one of them! It can take time for a website to get traction and rank well in search engines. So, sometimes, patience is the key. The longer a website has been around, the better the chance that it's in a good position. It's had more traffic over a longer period, and more opportunities for the owner to update it and create fresh content, more blogs, etc. At the end of the day, your website needs time and all-round activity because Google won't send people to a dormant website.

TO SUM IT ALL UP

Measure twice, build once! A professionally built website will pay dividends. It won't be the cheapest, but it will be the most valuable because, although everything has a price, not all prices appear on the label. There's a lot to do and consider when creating a beautiful, functional and effective website. But the good news is that we eat this stuff for breakfast every day, and include all these considerations as standard in every website we build. We're a safe pair of hands when it comes to building your next website.

WE'RE NOT NORMAL, AND YOU SHOULDN'T BE EITHER!

LET US HELP YOU EMBRACE YOUR UNIQUENESS

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