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The Good, the Bad and the Ugly Websites or..... *Does my website make my butt look big?*

Authored by Steve Stepinoff

This article may have a funny title but it refers to serious website issues. Recently, I noticed a TV commercial for a mattress company that warned if your mattress is over eight years old then you may need a new one. The same is true for your website!

We all know how much technology has changed over the past eight years. For example, Flash is not used anymore and websites are now programmed for smart phones and tablets. Today's websites feature more responsive interaction, better typography treatments, attractive white space, better navigation, larger images, interaction to social links other than the usual icons, inviting colors, more emphasis on mobile devices browsing, more content and better ways of protecting information from "bed-bugs" (virus). These are just a few of the improvements. But the most effective improvement is the use of modern marketing that invites prospects to do business with you!

Let's think about cars for a minute. If you are car shopping, you realize that all of the cars you test drive will get you where you need to go. However, some offer attractive advantages to make your life easier: more room for groceries, extra space for kids and a faster, smoother engine. Plus, some just look better!

Websites are the same way. Your website may do the basic job for you, but it can always be improved. The danger is to fall into the complacency trap and settle for a website that does just the minimum.

Let's face it, there are still 31 ice cream flavors at you know where. But now there is more competition because there is a yogurt shop in almost every shopping center. These yogurt shops bring in business with great websites, modern marketing and social media.

Maybe it is time to ask yourself: What am I trying to do with my website? Validate my brand? Communicate information? Attract new business? Or – and this may be hard to hear – are you making your butt look larger than it really is?

Your website should be an overall extension to your business. Potential clients frequently ask me: "I am already working on my website but can you assist me with a new brand?" These comments make me cringe because they send up a red flag that the company is putting the cart before the horse. That is where I come in with some helpful tips learned from many years in the marketing trenches.

So many people think of marketing as merely give-a-way pens, logo T-shirts and trade shows. Yikes! We all have seen young administrative assistants and even CEOs and CFOs make marketing decisions that end up to be wheel-spinning in the wrong direction.

Credible and effective marketing is a specialty that should be guided by an experienced and trained marketing professional. These professionals are trained in strategy, public relations and marketing communication skills. And one part of this marketing effort is to develop a good website that does what you need it to do and gets you the results you want.

No need for the gym, come to Stepinoff and Associates

There is no need for diet and exercise when you want to get your website into good shape. Take a look at my checklist and see how Stepinoff and Associates can help:

- What is your primary objective of your website?
- What is your secondary objective of your website?
- Who is your target audience?



"Does my website make my butt look big?"



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- What do you want your audience to see first, second, third etc.?
- What would make your website stand out over your competition?
- Is your website easy to navigate?
- Are your photos professional?
- Are your photos copyrighted by someone else?
- How many clicks does it take to get you where you want your reader to go?
- Do all of your links work?
- Is it easy to locate your "Contact Us"? So many sites overlook the obvious.
- Does your search tab work?
- Do you even have a search tab?
- Have you updated your SEO words in your site?
- Read your website: does it say what you want it to say?
- Is your copy clear and concise?
- Is your copy content rich?
- Is your load-time reasonable?
- Is your background color interfering with your text readability?
- Do you have any error messages on your site?
- Is your company logo prominently placed?
- Does your tag-line make your company's purpose clear?
- Is your Home page navigation clear and understandable?
- Is your company logo linked to your home page?
- On your secondary pages, can you easily go back to your home page?
- Do you have PDFs of your brochures that can be downloaded?
- Do you host any videos or use an outside source to host?
- Are your headings clear and concise?
- Are all your type fonts consistent throughout the website site?
- Are there any ads or pop-ups that are unobtrusive?
- Are bold fonts used sparingly?
- Are your URLs meaningful and friendly?
- Are your HTML page titles clear and explanatory?
- Will you need translation for other languages for your website?
- Can searchers find your information quickly on your website?
- Is there a "Call to Action"?
- Do you have a knowledge area to educate your prospects?
- Do you have a way to track your visitors?
- Does your website need a CMS (Content Management System) and if so, who is going to manage it?
- Can you read your website on a smart phone or tablet?
- Is your website hosted by a reliable source that has redundancy?
- Is your domain registered for a long length of time with an automatic renewal?

**If you have issues with three of the above questions, you may want to ask that dreaded question:
*Does my website make my butt look big?***

When you want to skip the gym and have us get your website in shape, please contact us at:

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