

# Websites and Rose Tinted Spectacles



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No doubt we have all looked at at least one website that makes us think, 'Did they really pay for that?' Yes, some websites look as though their business owner is trying to send the customers away rather than invite them in! We've seen it all, glaring spelling mistakes, poor quality images and even self portraits! The mistake is a common one: the owner or designer is looking at the site through rose tinted spectacles!

## **Isn't marketing all about seeing things through a client's eyes?**

It is as far as we are concerned, which is why our sole aim is to ensure that our client's websites look professional and attract visitors. However, we don't speak for all web developers and always encourage our clients to research and think about what their customers want to see. Sometimes all it takes to revamp a website is some quality images, spell-checked text or a page menu. Be wary when thinking that your site looks good just because you think it does. Our tip is ask, ask and ask other people what they think of your site. Compare your site with your competitors and visit some design forums who often will provide some free feedback. We actually offer a free website review, just ask us to look at your site and we will tell you what we think and what we recommend.

## **It is just a website after all...**

Clients are sometimes wary of spending money on their website and this is understandable. However, we often ask them if they would eat in a restaurant with cheap plastic cutlery, dirty staff and dull décor? The answer is no (one said yes, but we never did work with him again.....) and the same can be said for a website.

If your website looks cheap, dull and boring, visitors won't be very motivated to enter and look around. So by giving your site a face lift and a spring clean not only projects a better image, but also gives you the opportunity to promote the website makeover with a special offer.

## **Do dog owners really look like their dogs...?**

If you have just one New Year resolution, let it be that you will take a long, hard look at your website and see what it says about you and your business. Ask anyone and everyone to look at your site and give you some feedback. Call us to provide a free website review and look at your two biggest competitors sites to see how you compare. Oh, if you do not yet have a website then obviously your New Year resolution is to get one!

Why not contact Avanti Web Media today?

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