

Your Website Sucks!



**The 10 value-destroying mistakes
most websites make... and how
to avoid them**

by Charles Cunninghame

Your Website Sucks!

The 10 value-destroying mistakes most websites make... and how to avoid them

© 2007 by Charles Cuninghame

This eBook is licensed under the Creative Commons Attribution 2.5 License.

To view a copy of this license, visit
<http://creativecommons.org/licenses/by-nc-nd/2.5/>

Share this eBook

Please feel free to post this eBook to your blog or email it to whomever you believe would benefit from reading it. Thank you.

Feedback?

Are you inspired to agree, disagree or otherwise comment? Please share your thoughts on this eBook here:

<http://www.text-centric.com/blog/2006/08/31/your-website-sucks/>

My website sucks . . . says who?

It's a big call. I mean, how can I possibly know if your website sucks or not? The truth is I can't. So why have I chosen such a provocative title for this eBook? Let me explain...

In my work as a copywriter and online marketing consultant I spend a lot of time studying how to create valuable business websites – ones that generate qualified sales leads, sell products, build brand equity and help boost the bottom line.

So I read a lot of books, articles and research from the gurus of online marketing, website usability and search engine optimisation. I also spend a lot of time looking at websites: deconstructing them, seeing what works, what doesn't work and why.

Consumers' pet peeves about commercial websites

- Out-of-date content: 82.4%
- Confusing navigation: 84.4%
- No contact information: 75.1%

Hostway Pet Peeves Survey, 2005¹

From my experience the vast majority of business websites suck. And by "suck" I mean they add no value to the business. In fact, websites that suck usually diminish the value of a business. They don't just sit there and do nothing – they actually erode brand value.

Does your website suck? I don't know. But after reading this eBook *you* will.

If your website doesn't suck, I congratulate you on your website marketing skill. If you realise your site *does* suck, don't panic. It's relatively easy to fix your site by implementing the basic techniques outlined in this eBook. And you'll probably end up streets ahead of your competition in the process.

Read on to discover the websites that suck bottom line.

Is your website an asset or a liability?

If you shut down your website today what difference would it make to your business? Would your customers care or even notice? Would you lose business and profits? Many companies are only now asking these fundamental questions and beginning to understand the potential value of their websites.

Here's a simple guideline for determining if your website is valuable: a valuable website satisfies customers and a website that sucks frustrates customers.

If your website is organised according to your customers' needs, helps them complete the tasks they came for, has content that answers their questions, has a simple, attractive and consistent page design and clear navigation, is quick and easy to use, and is easily found in the search engines, then it's a valuable website.

What customers do when a website has a pet peeve

- Refuse to visit the site again: 76.7%
- Refuse to buy from site: 71.0%
- View company in a negative way: 71.3%
- Refuse to buy from company's bricks and mortar store: 45.1%

Hostway Pet Peeves Survey, 2005¹

But if you treat your website as a static online brochure instead of a way to improve customer service, gather qualified sales leads and make sales, if you structure it to reflect your corporate structure, and have a gorgeous design that's difficult for the average person to understand how to use, your website sucks. It's destroying value by losing you customers and eroding your brand equity.

Purchase decisions

"The Internet plays a vital role in the purchase decision process... regardless of whether the purchase transaction happens on a website, over the telephone or in a store or other physical location."

Touchpoints III: The Internet's Role in the Modern Purchase Process²

Your website is often the first impression customers get of your business. Because a website is self-service it must stand and deliver on its own merits. If you get it right, a customer's first visit to your website could be the beginning of a profitable relationship. But if you get it wrong, they'll leave your site and will probably never return.

If you're not leveraging your website to its full potential, how long can you continue until your competitors get a real edge over you because they're using the web more effectively?

Creating a valuable website

These days many business owners and marketing managers with little or no previous web experience are responsible for big budget website projects that may determine the future of their businesses. They're unsure how to maximise the return on their web investment, and few of them are spending enough time figuring out how to build a valuable website before they pour money into it.

B2B buyers go online first

A high-quality website with good visibility on the search engines is crucial for B2B companies because:

- 98% of business purchasers go online to research products categories and compare specific brands and products.
- 83% use search engines such as Google and Yahoo for their initial research.³

My goal in writing this eBook is to help website owners avoid the most common mistakes that lead to websites that suck. The good news is that building a valuable website is mostly common sense. You don't need advanced knowledge of web design or HTML coding. All you need is an interest in web marketing and a desire to satisfy your customers and build your business.

The business case for a website is increasing customer satisfaction while improving the bottom line. If you enable customers to quickly and efficiently complete their important tasks online, you'll have satisfied customers and a valuable website. A valuable website can increase revenue, decrease costs, generate qualified sales leads, bring in more customers, get more business out of existing customers and increase shareholder value.

The potential return on investment on a valuable website is significant. It's worth putting in the effort to get it right.

Mistake 1: You don't have clearly defined goals for your website

There's an old saying, "If you don't know where you're going, any road will take you there". In my experience, many business websites don't know where they're going. They've been built without any clearly defined goals. So they end up just sitting there doing nothing, adding no value to the business. Or worse, slowly eroding hard-earned brand equity.

A valuable website is:

- useful
- easy to use
- attractive
- fast
- relevant and interesting
- well organised, and
- highly visible to the search engines.

Business websites are often built on the reasoning, "We've gotta have a website because everyone else has one". Even now, many business owners regard a website as a kind of marketing panacea. They think that by simply putting a site on the web they'll be deluged with sales enquiries. Unfortunately it ain't so.

The first and most important step in any website project is to establish what you want to achieve i.e. set your goals. Realistic and achievable goals for a website fall into the following categories:

Sales lead generation – A website can deliver qualified sales leads directly (e.g. by prospects providing their contact details so you can put them in the sales funnel) or indirectly (e.g. by prospects visiting your showroom after finding out about your products or services online).

E-commerce – Making sales directly from your website.

Customer service – You can often serve your customers better by providing customer service online. This can range from FAQs on common customer queries to a 24/7 online help desk.

Building brand equity – People now expect businesses to have a website. And they expect the same respect, responsiveness and customer service on the web as they receive from other touch points. A website can have a powerful effect on customers' brand perception.

Process automation – You can cut costs by automating processes online e.g. online billing, data gathering, delivering information, and human resources procedures.

One, or a combination, of these goals should be the primary focus of your website. Once you've selected your goals you can develop strategies to achieve them.

✓ Things to do

- Commit to setting goals for your website.
- Map out your entire sales and after sales process. Consider how your website may be able to add value at each step.

Mistake 2: Your site isn't optimised for the search engines

Your website is like a billboard in the desert. It doesn't matter how good it is, if no one sees it, it's absolutely worthless. You need a strategy to ensure your prospects and customers see your website. The most popular way people find websites is with search engines such as Google, Yahoo and MSN. You can expect a large proportion of your website traffic to come from search engines.

Search behaviour

If people don't find what they're looking for at what point do they try a new search or search engine?

- after the first few listings: 22.6%
- after the first page: 18.6%
- after the first two pages: 25.8%
- after the first three pages: 14.7%

Search Engine User Attitudes⁴

Just in case you didn't know this already, high rankings in search engine results pages are essential to helping people find your site. And the higher the better. Eye-tracking studies show most attention is paid to the first three listings. Forty-one per cent of searchers don't go beyond the first page of results, and 67 per cent of searchers will stop looking by page two.

High rankings don't happen by accident

Search engine optimisation (SEO) is a process of developing a website's content so that it gets high search engine rankings.

People generally search on two- or three-word key phrases such as "laptop computer". Search engines deliver search results based on what they consider are "relevant" web pages.

Key phrase density (i.e. how often the key phrase appears on a web page) is one of the most important factors that define what is relevant. Once you have key phrase-rich content on every page of your website, your rankings are likely to improve. So copywriting is the mainstay of SEO.

But copywriting is only one third of the puzzle. The other two elements of SEO are:

- Link popularity i.e. how many sites link to your web pages. If lots of sites link to a web page then it's considered more relevant.
- Having a spider-friendly site. Search engines catalogue the web using programs called spiders (or bots) which automatically index content. You must ensure the coding of your site allows the spiders access to all your content.

The importance of SEO

Not optimising your site for the search engines is one of the greatest value-destroying mistakes you can make. The web is a key information resource for consumers and business. If your site doesn't appear in the first two pages of search engine results when customers are researching

Everyday search

"Web users are conducting more searches not because they can't find what they're looking for, but because search as a utility has become deeply ingrained into people's everyday lives,"

Ken Cassar, chief analyst,
Nielsen//NetRatings⁵

products and services to buy, comparing features and prices, it opens the door for your competition to steal your business.

Search engines bring qualified traffic to your site. That's because people who find your site through search engines are actively looking for information on your products and services. SEO enables you to build brand awareness throughout the buying cycle – from initial research to purchase. And high search engine rankings create a good impression of your brand.

✓ Things to do

- Ensure the design and coding of your website are search engine-friendly.
- Know the key phrases that customers use to search online for your products and services.
- Make sure your search key phrases appear frequently in appropriate meta tags, page content and text links.
- Investigate strategies to build link popularity.

Mistake 3: Your website doesn't capture qualified sales leads

There is a Zen Buddhist riddle that goes: If a tree falls in the forest, and no one is there to hear it, does it make a sound? The question you should be pondering is: If a prospect visits my website, but doesn't leave their contact details, how can I convert them into a customer?

If you want to generate qualified sales leads from your website (and you definitely should if you're selling B2B), you don't want visitors to leave your site without registering their contact details. Why? Because if you don't have their contact details there's no way to follow up with them. And consistent follow-up is the way to convert prospects into customers.

So your site should include compelling offers to entice visitors to register their contact details. Offering a free report, guide or white paper is a tried and tested method of obtaining prospects' email addresses. Once you have a prospect's contact details you can deliver stay-in-touch marketing – online and/or offline. Over time you will convert prospects into customers.

If your site doesn't offer enticing incentives to get visitors to register their contact details you're not maximising the marketing leverage of your website investment.

Website ROI

Despite selling nothing online, GM Holden's website "shows a clear return on investment". How? By using the site as a sales-support channel which delivers key information to prospects and enables them to request test drives.

From **BRW's Online Australia**⁶

✓ Things to do

- Write a special report on your area of expertise.
- Make the report available for download on your website.
- Capture prospects' contact details using your special report as bait.

Mistake 4: Your site is full of filler content

Web content is rarely neutral. It's either building value or it's eroding it. High-quality content satisfies customers, makes your organisation look great and builds your brand. Low-quality, filler content frustrates customers, wastes their time and erodes brand equity.

Often a business will spend thousands of dollars on their web design and then get a junior staff member to write the content. Amateur content makes your business look amateurish. Filler content includes content that's badly written, with grammatical or spelling errors, or is inaccurate and out of date, PDFs that are presented for reading online, press releases (except in a media section) and marketing fluff.

High-quality content is an asset

Well-written web content that anticipates and satisfies customers' needs is a valuable asset to a business. High-quality content:

- entices prospects to give you their contact details
- drives sales and helps qualify prospects
- increases sales conversions by keeping prospects on the site and giving them all the purchase information they need
- provides customer service (often reducing costs in the process)
- differentiates your business from your competitors, and
- is essential for getting high ranking in search engines and attracting qualified traffic.

Information beats hype

"Sites loaded with informational non-salesy materials such as specs, product photos, research, guides, reviews, etc., were much more likely to convert than overt sales messages."

Marketing Sherpa, 2004⁷

Get rid of filler

Filler web content wastes people's time. It annoys customers and damages your reputation. It diminishes the value of your site. You'd be better off to have never put it on the web. To create a valuable website you must focus on high-quality content. Less is more. Focus on helping your customers complete their most important tasks with content that's useful, usable and appealing.

✓ Things to do

- Commit to creating high-quality content for your website.
- Remove all filler content.
- Base your web content on helping customers complete their most important tasks.

Mistake 5: Your content isn't written for the web

Writing for the web is not the same as writing for print. That's because reading from the screen is hard on your eyes. So rather than reading word for word, web users scan the page looking for relevant information. Good web content is written to be scanned.

Top 10 web design mistakes⁸

- #4: non-scannable text
- #10: not answering users' questions

This is a fundamental point that's overlooked by many website owners. You can't just cut and paste your brochure copy and hope it will be read online. It won't. You need to create original content that is specifically written to be read online.

Web usability guru Jakob Nielsen has studied how people gather information from web pages and developed a web writing style. Its elements include:

- concise writing – 50 per cent less text than for print
- simple and relevant page titles and headings that clearly explain what a page is about and will make sense when read out of context in search engine listings
- inverted pyramid structure – start every page with a summary (just like a newspaper story)
- facilitating scan-reading – group information into discrete sections with appropriate sub-headings, use short paragraphs and bulleted lists, and highlight key phrases, and
- a simple writing style free of marketing fluff.

Content that's written for the web enables users to find information quickly, improves memory recall and adds credibility to your site.

Web writing drives action

Good web writing is a lot like good direct response copywriting (such as direct mail or infomercials) because it motivates the reader to take action. Sign up for our newsletter, view our product range, download this report, ring us for a quote, click here, and so on.

The web is a highly responsive marketing channel. If you're marketing on the web you're relying on the responsiveness of your website. If nobody clicks your links you get no sales leads, no sales and no business. So the writing on your site must guide your visitors to the actions you want them to take. People want and need clear instructions, so make sure you give them.

Weak content fails

"Weak content is like a poor salesman who never listens to customers or seeks to understand what they want. Who likes to buy from a salesman like that?"

Secrets of Online Marketing for Offline Businesses⁹

✓ Things to do

- Read Jakob Nielsen's Alertbox columns on writing for the web (see www.useit.com/alertbox)
- Employ an experienced web copywriter or send your content creation staff to a web copywriting class.

Mistake 6: Your information is hard to find

Web users are very impatient. They hate having their time wasted. If they don't find what they're looking for quickly they'll hit the back button and try another site. They have a very low tolerance for navigation that's hard to understand and websites that make them click through several pages to get to the information they want.

One sure way to increase the value of your website is by making sure it's easy to navigate and information is easy to find. Clear navigation and easily accessible information make for happy visitors.

Fun websites

"There is a direct correlation between finding the desired information and the user's perception of how much fun a site is."

Jared Spool, *Branding and Usability*¹⁰

Better information architecture

Many websites make the mistake of organising their information according to their corporate structure. But that rarely makes life easy for the customer. Your information should be organised around the customers' most important tasks.

Design your information architecture the way your customers think. Visitors are task-oriented so you need to anticipate how they would like to interact with your website. Good information architecture gets out of the way and lets visitors focus on their task at hand. Your home page should show a clear path to the most popular visitor tasks.

Better navigation

The cardinal rules of navigation are keep it simple, make it intuitive and be consistent. Navigation is not the place to get creative on your website. Standard navigation empowers users because they already know how to use it. They don't have to waste time learning how to navigate your site.

Show the way

"People won't use your website if they can't find their way around it."

Steve Krug, *Don't Make Me Think*¹¹

Global navigation (the primary navigation that gives access to all sections of your site and appears on every page) should be a list on the left-hand side or a series of tabs across the top. Add supplementary navigation (such as breadcrumbs or local navigation) as necessary. Put your logo in the top left-hand corner of every page with a link to the home page.

✓ Things to do

- Ensure your website is structured around the customers' most important tasks.
- Use standard navigation.
- Put links to your most important or popular content on the home page.

Mistake 7: Your site is "we-centric"

Here's a simple test to see if your site is "we-centric". Count all the times you use your company name or the words "I", "we" or "our" on your home page. Now count all the times you use the words "you" and "your". If the "we's" significantly outnumber the "you's" your site is we-centric, not customer-centric, and you're probably losing business as a result.

Customer focus calculator

Check your site's customer focus with this nifty online tool:

[We We Monitor](#)

The paradox of web marketing is you can't promote your business by promoting your business. Because visitors aren't interested in you. They're only interested in themselves and their problems. They're only interested in your business in as much as it can help them solve their problems. So if you want to promote your business online, present it as a solution to your customer's problems.

Serve the needs of your customers

Your whole site should be orientated to the needs of your customers. Many site owners design their site to reflect their corporate structure because that's what they're familiar with. Then they talk about how great they are, what awards they've won, how they've got a great reputation in the industry, and how their products are "cutting edge". Big mistake.

Where's your focus?

"Realise that the words you use and how you use them are telling your visitors where your focus is. Want them to stick around and eventually take the action you want? Talk about them, their needs, their wants, and how they can get those needs and wants satisfied. Use *customer-focused* language."

Bryan Eisenberg, It's the Customer, Stupid¹²

A valuable website has a true customer focus. It addresses itself to customers' problems. It communicates product benefits. The information is organised by the most important customer tasks. It's a credible information source and is free of industry buzzwords and acronyms. It empowers customers to complete the tasks they came to do.

✓ Things to do

- Focus your site on the needs of your target market.
- Use the words "you" and "your" frequently on your site.
- Never start a heading or sentence with your business name.
- When you're creating content, constantly remind yourself, "it's not about us, it's about the customer".

Mistake 8: Your website is badly designed

Design is important on the web. An aesthetically pleasing site confers credibility and creates a positive impression. But web design is not the most important element of a website – as many people think. Too many sites put creative design before usability. Yes, a site should look good. But not at the cost of users being able to complete their tasks efficiently.

Successful designs

"Simple, unobtrusive designs that support users are successful because they abide by the Web's nature – and they make people feel good."

Jakob Nielsen, Alertbox¹³

Consider some of the most popular sites on the web: Google, Yahoo, Amazon and eBay. These sites are successful because they are useful and easy to use. But they won't be winning any graphic design awards any time soon.

A website needs to do more than look good. It must also be easy to use. You get no extra points for using a boldly original site design. In fact, it pays to do the same as everybody else.

Why? Because people are already familiar with standard layouts and understand how to use standard navigation. They don't have to waste time figuring out how your site works.

Design features that frustrate users include difficult or unusual navigation, distracting design elements and websites that require visitors to download the latest plug-in to view them. You should also be careful that your design doesn't make your content invisible to search engines.

A good design is a usable design

The more your site follows popular conventions in layout and design, the easier it will be for your customers to find the information they're looking for. Here are some guidelines for good web design:

- First and foremost, the design should complement the content. The content shouldn't have to compete with the design for your visitors' attention. Remember, the words make the sale, not the design.
- Use well-established web navigation conventions. Use commonly understood terms to label navigation categories.
- Use a legible font and allow users to adjust its size.
- Use standard links. Make it obvious what's clickable (underline text links) and differentiate between visited and unvisited links.
- Use Flash sparingly, and only to create value-adding features that aren't available from a static page.
- Avoid annoying distractions such as flashing images and pop-up windows.

✓ Things to do

- Discuss usability with your web designer.
- Don't be seduced by a dazzlingly fresh design if it isn't usable.
- Follow established usability conventions. For an excellent free resource on web usability visit Jakob Nielsen's website (www.useit.com).

Mistake 9: Your site doesn't create trust

It's a sad fact of life that the web is a very low trust environment. In terms of commerce it doesn't have the physical solidity and/or familiarity that other sales channels do. Often there is no clear delineation between editorial and advertising. And because the barriers to entry are low, people are often dubious about the validity of information on the web.

Top 10 Web Design Mistakes of 2005¹⁴
#8: no contact information or other company information

To create a valuable website you must overcome people's scepticism. You must convince them that they can believe what you tell them and it's safe to do business with you. Trust on the web is measured by a visitor's willingness to risk time, money and personal data on a website.

Trust is not conferred in an instant. It is built up with a series of positive customer experiences over time. There are several website design and content factors that can start the trust-building process online. Dismiss them at your peril.

Trustworthy design

People expect a reputable company to have a professionally designed and attractive website. Clear navigation shows respect for visitors and suggests they can expect high levels of customer service.

No surprises

Give visitors *all* the information they need to make a purchase decision. Be up-front with your returns policy, shipping charges and times, and what to do if there's a problem.

All your contact details

Visitors feel more confident about you if they know you have a bricks and mortar office and you can be contacted by phone if necessary. So include all contact details for your organisation including phone numbers and physical address.

Correct and up-to-date content

If you don't have the resources to update your site regularly you should fill it with evergreen content. If someone comes to your site and sees "Last updated 9 September 2003", they may wonder if you're still in business. And hire a proof-reader for your site. Typos communicate contempt for users.

Sensitive use of email

People are very reluctant to give out their email addresses online because they fear a barrage of spam. So any time you ask for an email address you should also include a link to your privacy policy, which should outline exactly what you intend to do with a customer's email address.

Meeting real needs

"The Web is, at heart, a task-focused, functional place. If you want cutting edge web design, look at Google, Skype, EBay, and Amazon. These websites make money by meeting real needs."

Gerry McGovern, *New Thinking*¹⁵

You should clearly explain what email you will be sending them. Is it an order confirmation, regular e-newsletter or periodic special offers? Visitors should also be able to control how much email they get from you with easily accessible unsubscribe functions.

Website visitors are also reluctant to give away anything more than their most basic email details i.e. name and email address. Once you've established a relationship, and if you offer something of value in return (e.g. a free report or white paper), visitors are often more willing to give you more information.

But they'll still want to know exactly what you intend to do with their contact details. If you intend to have a sales representative call them, be up-front about it. Better still, ask them whether they'd like to be contacted offline.

✓ Things to do

- Make sure you give all your contact details including street address and phone number.
- Write a privacy policy and link to it whenever you ask for a visitor's email address.
- Give customers all the information they need to make a purchase.

Mistake 10: Your site isn't usable

When I talk about a site that isn't usable I don't mean it's impossible to use: I mean it's difficult to use. Because the pages take ages to download, the text is too small to read, it's not clear what I can do on the site, the navigation is unfamiliar, the information is incomplete or hard to find, or I don't have the plug-in required to use the site.

Usability is the foundation of website marketing, because visitors experience the usability of your site before they do business with you. If they have a good experience, they're more likely to get a good impression of your company and become customers. But if they have a frustrating experience they won't stay for long and may well move on to a competitor's site.

Usability equates with efficient task completion. No one comes to your site by accident. Web users are very task orientated. People come to your site because they are trying to complete a task e.g. find information on a product or service they want to buy, compare features and prices, and so on. A usable site allows them to complete their tasks efficiently, and thus creates customer satisfaction.

Negative online shopping experiences pose serious danger to retailers' brands¹⁷

- 82% of respondents said they would be less likely to return to a site where they had a frustrating shopping experience.
- 28% said a frustrating online shopping experience would make them less likely to buy at that retailer's physical store.
- 55% said a frustrating online shopping experience negatively impacts their overall opinion of that retailer.

Usability ROI

The value of the average website could be improved dramatically by adopting a few proven web usability principles that dish up key content and support visitors' most important tasks. And the benefits of a usable site are well worth the effort:

- Improving usability can increase revenue and customer satisfaction while lowering costs.
- A site that is redesigned to incorporate best practice usability can expect its conversion rate to increase 100% and traffic to increase 150%.¹⁶
- Usability has a direct impact on branding. If visitors face obstacles finding the information they need it will negatively affect how they view your brand.

The good news is it isn't difficult to create a competitive edge by providing superior usability on your website. That's because most websites are so bad it doesn't take much to stand out. If you adopted all the recommendations I've outlined in this report you'll be well ahead of the pack.

✓ Things to do

- Follow proven web usability conventions.
- Get people who aren't familiar with your site to test it. Ask them to complete a common task and look over their shoulders while they attempt it.
- If you can afford it, hire a usability consultant to audit your site.

Focus on your customers

Self-service is at the heart of a valuable website. A successful business website empowers customers to serve themselves, quickly and easily. So when you build your website you need to focus on your customers. What do they need from your website? What are their most important tasks that could be completed online?

The goal of your website should be to support the customer tasks that correspond with your marketing goals. If your website enables customers to complete their tasks with a minimum of time and hassle you'll have a supply of qualified sales leads, happier customers, a better bottom line and increased brand equity.

Amazon, Google and eBay put a lot of effort into incrementally improving their sites to ensure visitors achieve what they came to the site for. Take a leaf out of their books.

About the author

Charles Cuninghame is a copywriting expert and marketing trouble-shooter who helps B2B companies leverage their online marketing to generate qualified leads, boost sales and build their brands.

Offering a rare combination of creative talent and strategic marketing know-how, Charles has more than 10 years experience as a copywriter and online marketing consultant. He has written content for 60+ premium business and government websites, including Adobe, American Express, Hutchison 3G, Philips, Telstra, Toyota and Vodafone.

Prior to establishing text-centric in 1997, Charles worked as a journalist and editor at information publisher Horan Wall and Walker. During this time he wrote a weekly column for the *Good Weekend* magazine, penned features for *Your Mortgage Magazine* and edited several information guides.

Charles has degrees in marketing and law from the University of NSW, and lives by the beach in Sydney, Australia. When he's not writing copy, devising practical business growth strategies or reading up on the latest online marketing techniques, you might find Charles surfing his local break or photographing urban landscapes.

To find out more about online marketing strategies and tactics please visit Charles's website at www.text-centric.com

If you'd like to find out how Charles can help you improve the ROI on your B2B website please call him on (02) 9130 5839 or email charles@text-centric.com

End notes

- ¹ Hostway Pet Peeves Survey, 2005.
<http://www.hostway.com/media/survey/petpeeves.html>
- ² DoubleClick, 2005. Touchpoints III: The Internet's Role in the Modern Purchase Process. <http://www.doubleclick.com>
- ³ What Every Industrial Marketer Should Know About Buyer Expectations, The Industrial Marketer, ThomasNet,
http://www.thomasnet.com/industrial-marketer/December_05_full.html
- ⁴ iProspect, 2004. Search Engine User Attitudes.
<http://www.iprospect.com>
- ⁵ Nielsen//NetRatings, 2006. <http://direct.www.netratings.com>
- ⁶ BRW Feb 22-April 4, 2007, Volume 29, Number 7, pp 48-50
- ⁷ Marketing Sherpa, 2004. Must-read Research Results on Search & Online Shopping.
<http://www.marketingsherpa.com/sample.cfm?contentID=2647>

- ⁸ Jakob Nielsen. Alertbox: Top Ten Mistakes in Web Design. <http://www.useit.com/alertbox/9605.html>
- ⁹ William Swayne. Secrets of Online Marketing for Offline Businesses. <http://www.marketing-results.com.au>. William is one of Australia's greatest web marketing brains.
- ¹⁰ Jared Spool, 1996. Branding and Usability. http://www.uie.com/articles/branding_usability/
- ¹¹ Steve Krug, Don't Make Me Think. New Riders, 2000, p 51.
- ¹² Bryan Eisenberg. ClickZ, 2001. It's the Customer, Stupid. <http://www.clickz.com/experts/crm/traffic/article.php/843281>.
- ¹³ Jakob Nielsen. Alertbox, August 30, 2004: Mastery, Mystery, and Misery: The Ideologies of Web Design. <http://www.useit.com/alertbox/20040830.html>
- ¹⁴ Jakob Nielsen. Alertbox, October 3, 2005: Top Ten Web Design Mistakes of 2005. <http://www.useit.com/alertbox/designmistakes.html>
- ¹⁵ Gerry McGovern, 2005. New Thinking: Graphic Design Plays a Minor Role on the Web. <http://www.gerrymcgovern.com/nt/2005/nt-2005-10-24-web-design.htm>
- ¹⁶ Jakob Nielsen. Alertbox, January 7, 2003: Return on Investment for Usability. <http://www.useit.com/alertbox/20030107.html>
- ¹⁷ Allurent: 2005 Holiday Shopping – Online Customer Experience Survey Research Brief. <http://www.allurent.com>