

Expert's Guide to Flushing Your Website Budget Down the Toilet!



INTRODUCTION:

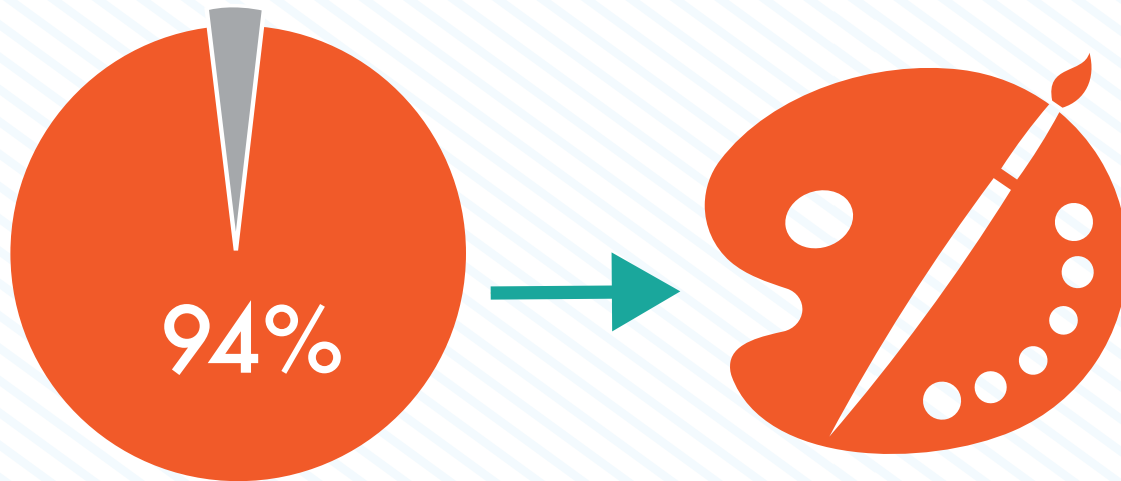
Believe it or not, we've seen many business owners flush their marketing budgets right down the toilet!

Some not-so-smart website development and design no-nos are so common that we've compiled a sarcastic guide to flushing your budget away. So if you were looking for creative ways to waste your money (especially since money now grows on trees), then look no further. All sarcasm aside, let's dive into the toilet bowl together to take a look at some of the biggest mistakes any business can make when it comes to their website development, design and conversion.

1

94% OF FIRST IMPRESSIONS ARE DESIGN RELATED!

For your site's visitors, looks are **EVERYTHING!**
Whatever you do, invest in a designer that understands web design and more importantly, designing across different devices! (aka responsive design).¹



2

57%

OF COMPANIES **DON'T KNOW** HOW TO OPTIMIZE
COPY ON THEIR LANDING PAGES!

Sorry to break it to you, but a PhD in creative writing does not a content marketing writer make. Find a copywriter who understands your business, keyword research and search engine optimization!²



3

40%

OF USERS WILL ABANDON A WEBSITE IF IT TAKES
MORE THAN **3 SECONDS** TO LOAD!

1, 2, 3 – that's all it takes for your potential customers to give up on your company and run right over to your competitors. Ensure that your developers and design team implement best practices to ensure your site loads blazing fast.³

40%

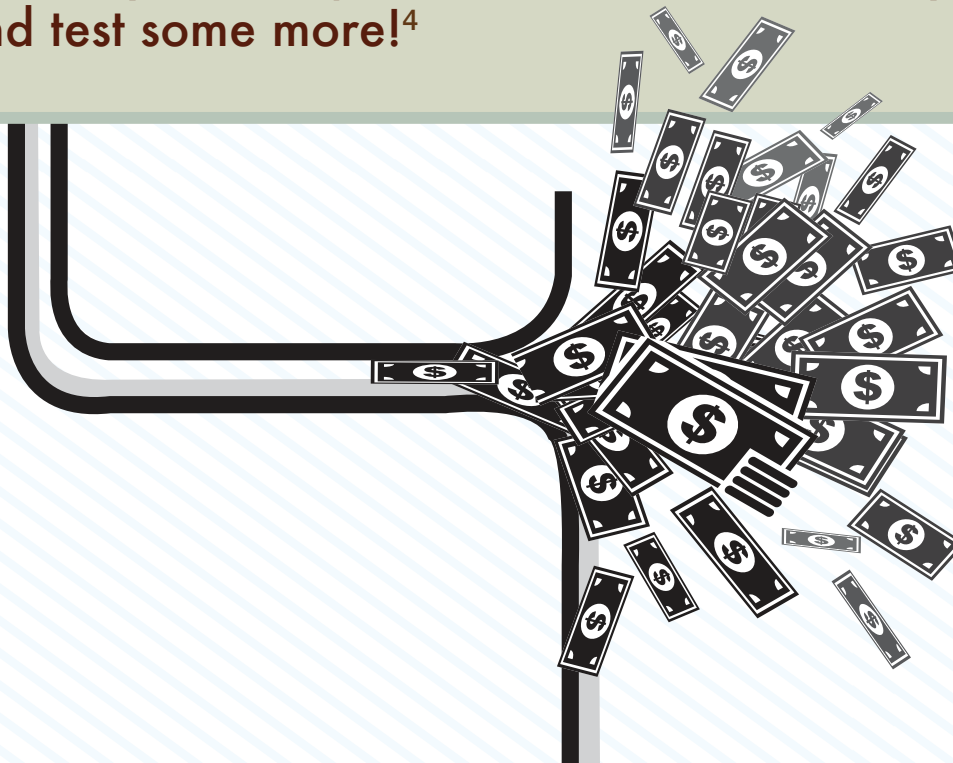
loading...



4

A LOAD TIME OF 8 SECONDS OR MORE BOOSTS YOUR BOUNCE RATE TO 150%

...Which basically means no one is staying around to see your site load at a snail's pace. Anytime visitors bounce (or leave your site before looking around) you lose potential customers. Once your site is launched, test, test and test some more!⁴



ABOUT WSI

WSI is the world leader in digital marketing and we're equipped to implement a full suite of Internet solutions. But, of course, we'll work with you to determine which tactics are best-suited to accomplish your business goals. For more information on the WSI team, check out **www.wsiworld.com**.



¹Source: <http://www.kinesisinc.com/branding/the-truth-about-web-design> “

²Source: <http://killerinfographics.submitinfographics.com/projects/landing-page-optimization>

³Source: <http://econsultancy.com/blog/10936-site-speed-case-studies-tips-and-tools-for-improving-your-conversion-rate>

⁴Source: <http://www.mobilejoomla.com/mobile-joomla-blog/172-responsive-design-vs-server-side-solutions-infographic.html>