

Is your website a communications failure?

Perhaps you spent lots of money and lots of time creating your website. You hired experts to design it and build it. And yet, you are not seeing the results you want. Why? It could be many things, or just one thing, but here are several failures I have found:

No contact information or not enough contact information. I just visited a website this week in which the contact us is strictly the customer service line. If you want to reach the actual corporate offices (you know, to speak to accounting, HR, marketing), you are out of luck.

Omission of important information/details. This week I visited the website for an upcoming PR event. Guess what information was not available ANYWHERE: the actual location of the event.

Too much information on the home page. Some websites have a very information heavy home page to the point that it is headache inducing.

An about page that doesn't say anything. The about page is your chance to explain who you are. Why use circular language and jargon that says nothing about you?

An ugly, dated design. Makes you look out of touch or cheap or both.

You have music. Enough said.

Readers, what have you run across that makes a website fail?