

# 4 items to check on your website

Have you checked your website lately? Chances are good that you haven't, especially if it is built on a non-blogging platform. But go ahead, check it for these four items today.

1. **Does it load quickly?** How long does it take for the average person to open your website? If it takes too long, you may lose that person.
2. **Does it load correctly?** Are all the pages formatted correctly, and is the format readable? I have opened pages only to find HTML gobbledygook.
3. **Is the contact information current and accurate?** The basics—address, phone, email—should all be up to date and you should make sure they are correct.
4. **Do you provide the information your prospective customers or clients need?** If you are a retail location, do you have your hours posted? If you are a restaurant, do you have your menu posted? If you are a salon, do you have a listing (including pricing) of your services?

It is worth remembering that people go to websites to find useful information. If they can't access your website or find the information they need, THEY WILL GO ELSEWHERE.

What types of things do you look for in a website? What turns you away?

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# Websites

Today, it is imperative to have a website. No doubt. However, just having a website is not enough. In the last few days, I have been doing research for a trip, and have come across several great websites, but also, some not so great websites. What makes a great website? I will give you my breakdown:

- Easy to navigate (this means no funky/weird pull down menus or navigation that is not available on every page)
- All the necessary information is readily available (contacts, address, etc) and easily accessible
- Updated regularly (no 2006 information for instance)
- Aesthetically pleasing—not busy or dated
- No dead links or pages
- Looks professional
- Not overly busy or with screaming graphics
- Not too much flash and no sound

It would be useful for website owners to have someone look at their website from the “outside.” Sometimes you forget the user!