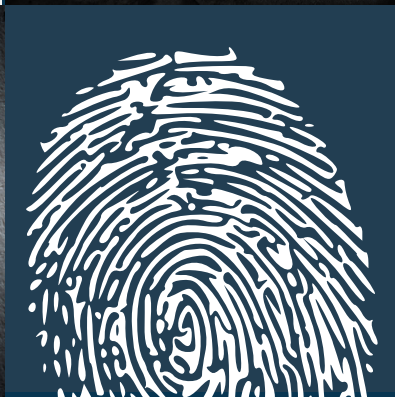
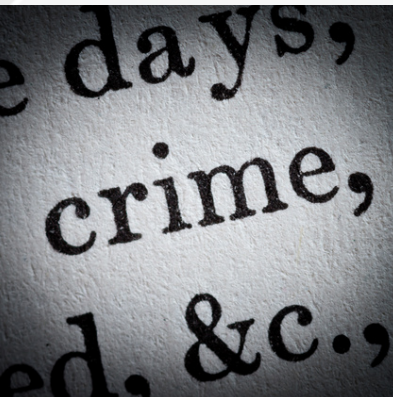


Ten money-murdering mistakes that no web designer will tell you

There are several common mistakes that website designers can make, and the significance of these can vary depending on the context and goals of the website. Here are some common pitfalls:





The mistakes:

While website designers often strive to create visually appealing and functional websites, there are common mistakes that can be considered as "money burning" because they may lead to wasted resources or missed opportunities. Here are ten issues that website designers might encounter, along with suggestions on how to fix them:

01 Poor User Experience:



Designers may sometimes prioritise aesthetics over usability. A website should be intuitive and easy to navigate. If users struggle to find information or complete tasks, they are likely to leave.

02 Lack of Mobile Responsiveness:



With the increasing use of mobile devices, it's crucial for websites to be responsive. Failing to optimize a website for various screen sizes can lead to a poor user experience for mobile users.

03 Slow Loading Times:



Users expect websites to load quickly. If a site takes too long to load, visitors may leave before even seeing the content. This can be due to large image files, excessive use of plugins, or other factors affecting the website's performance.

04 A basic lack of understanding:

Website designers often fail to create websites that generate revenue due to fundamental shortcomings. Firstly, they may lack a deep understanding of user experience (UX) design principles, leading to confusing websites that are difficult to navigate and unappealing to visitors. Additionally, poor knowledge of search engine optimisation (SEO) can result in low visibility on search engine results pages, limiting the website's reach.

A lack of understanding of a specific market can lead to ineffective content and messaging, failing to resonate with the target audience. Ultimately, websites designed by those lacking in these crucial areas are less likely to attract and retain visitors, resulting in missed opportunities for clients.



More...

05 Ignoring SEO Practices:



Designers should consider search engine optimization (SEO) principles to ensure the website is easily discoverable by search engines. This includes optimizing content, using proper tags, and creating a sitemap.

06 Inconsistent Design:



A website's design should be consistent across all pages. Inconsistencies in colour schemes, fonts, or layouts can make the site appear unprofessional.

07 Complicated Navigation:



Visitors should be able to find what they're looking for quickly. Overly complex navigation structures or ambiguous menu labels can frustrate users.

08 Ignoring Accessibility:



Designers should consider accessibility standards to ensure that people with disabilities can use the website. This includes providing alternative text for images, using proper heading structures, and ensuring keyboard navigation is possible.

09 Ignoring Analytics:




Failing to track and analyze user behaviour on a website can lead to missed opportunities for improvement. Analyzing data can help designers understand user preferences and optimize the site accordingly.

10 Ignoring Security:

Website designers should prioritize security measures to protect user data. Neglecting security can lead to vulnerabilities that may compromise the website and its users.





It's important to note that the impact of these mistakes can vary depending on the specific goals and nature of the website.

Designers should always consider the target audience and purpose of the site to create a positive and effective user experience.

What a few of our clients say about us...



"The design team were patient and extremely knowledgeable, really great at helping us understand the design process, they implemented our requests very quickly and talked us through any improvements which could be made to enhance our website for SEO."

David: Sola Systems Group



"We have been over the moon with the support and drive from Leading Motion. They have given PIE Performance the tools to help grow and direct customers to our brand."

Christopher: PIE Performance



"What a star. Put our new website together, fuss-free, great ideas and in the process of sorting SEO, etc., great work on our social media posts, too. Highly recommend"

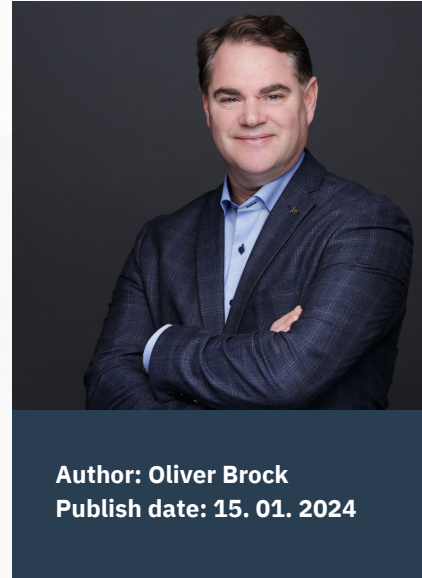
Simon: CEO at Colbea

Looking for some help with your website?...

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