Top **10** Website Mistakes & Solutions

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#1

Too Long Page Titles

A page title is the text shown at the top of your browser window. It is also the title of a page as shown in Google search results. Page titles tell visitors what a page is about. Search engines and browsers may cut off your page title if it is too long. In most cases, it is good to keep your page title below 70 characters long.

Website Fix #1:

Come up with a concise but keyword-rich description of your page that is under 70 characters long. Make that your page title.

#2

Meta Description Too Long

Meta descriptions are important for drawing in visitors from search. The meta description is the text under a page title in search results. Like page titles, meta descriptions will get cut off and replaced by „..." if they are too long.

Website Fix #2:

Come up with a meta description of your page that adds detail to your page title, but remains under 150 characters long.

#3

Page Title not Targeting Realistic Keywords

A key factor in search engine ranking is how closely the title of a page matches the user's search terms.

Additionally, the company name should not be the start of the page title. The first few words in a page title are the most influential in search engine results. You want people that don't know about your brand to be able to find you, so using more general industry keywords is important.

Website Fix #3:

Think about (or look at using analytics) the words that users might searching to find you. Adjust your page title to remain readable, but match these words more closely.

#4

Page Keywords Are All the Same

Each page on your website is a new opportunity to get found online. You don't want to waste all these opportunities by reusing the same page titles or internal page keywords.

Website Fix #4:

Diversify your keywords. Think what each page has to offer uniquely, and target keywords based on that.

#5

Domain Name Set to Expire Soon

Search engines favor websites that are not set to expire for a long time. Having your domain name registered for the next few years shows committment, and means your website is less likely to be spammy.

Website Fix #5:

Renew your ownership of your domain for $10-$20 per year for a good SEO boost.

#6

Images Have No ALT Text

Search engines do not „read" images. They scan primarily for text. Fortunately with the ALT tag, you can associate text with an image. ALT text does not have as much influence on the page keywords as actual text on the page, but is still worth having.

Website Fix #6:

Assign ALT text to pictures whenever possible.

#7

No CSS

Cascading Style Sheets (CSS) are not only a good way to ensure that your website has consistent design, they also help your SEO.

Many websites still have layout-related information in their HTML. Since HTML is the language that search engines understand best, make sure your HTML is as concise as possisble. This ensures that search engines extract the most relevant keywords and other information from your pages.

Website Fix #7:

Put your layout-related code into CSS, and take it out of your HTML.

#8

Conversion Form Too Long

Conversion forms are crucial for converting traffic into leads. However, more traffic will be willing to become a lead if your form is done right.

Do you really need the address information for a person in addition to their email addresses? Would you actually send snail mail?

I'll bet you're better off communicating with leads via email for now, and requesting a home address only when you need to deliver something to them.

Website Fix #8:

Limit the content of your forms to only the information you need.

#9

Too little (or Too Much) Text

Search engines read text better than anything else. So, it's important to have text on your web page. Knowing this, some people cram as much text as possible into a page. As a result, search engines then struggle to extract the relevant text.

Website Fix #9:

Make sure your page is readable and contains the key-words you are targeting. However, don't add unimportant text just to have more of it.

#10

Not Using Analytics

Even after you've created interesting content on your website, optimized, and converted traffic into leads, your work is not done! If you want your website to be all it can be, you should analyze your results, and refine your SEO strategy accordingly.

Website Fix #10:

Install and start using an analytics program.

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M: **086 8051767**   T: **021 2409022**   F: **021 2409009**   E: **IVAN@FORZA.IE**

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WWW.FORZA.IE