

Published based on [Tools for Making a Better Website 3 Mistakes That Could Cost You Visitors](#)

Tools for Making a Better Website 3 Mistakes That Could Cost You Visitors

Online business offers a lot of opportunity with little investment. Webmasters build websites to promote products and information while making a steady at home income.

It's true that the majority of Internet marketers have no knowledge of code. This is due to the fact that there are lots of options for building sites without any knowledge of code or programming required. Also, many use the free Wordpress blog software, which is a very effortless way to build a site. Those who are making money online will agree, that Wordpress and other easy site builders make building of the sites easy, it's actually the work of promotion, marketing and SEO that take a lot more time and effort.

There are many facets to building a great website. New webmasters can avoid making fundamental mistakes in design by following tried and true methods that work. Common design errors are often easy to avoid and can be avoided with [How to make a website](#).

3 Useful Tips for Making Websites

1. The Design

Bad design and website structure leads to loss of visitors. Bad website design and structure is the biggest reasons why it fails. One of the most important aspects of good website design is good navigation.

Traffic has to be able to go from one page to another without much effort, which takes a proper sidebar navigation plus a good linking structure on the sub pages themselves.

Some webmasters get too fancy and forget the essentials of the navigation menu placements, they are still best at the left sidebar or at the top. Colors are also important for the navigation areas, they should match the rest of the website's colors, but they should also stand out. Research another another website issue at [fix website load times](#).

The text of the link in the navigation menu needs to be the opposite of the background color. The best case scenario is white text on a dark background.

Another problem are very complicated drop down menus. Remember that most Internet users are novices and have short attentions spans. Implementing a strong navigation strategy on websites is one of the essential ways to ensure visitor retention and sales.

2. Keyword Research

One mistake that some make is to not do proper keyword research prior to launching their sites. Keywords are essential to a website's success because you want to make sure that your site's subject and niche is one that is popular enough to gain a good amount of traffic. Also it is important to gauge competition so that raking is not impossible.

3. Too Many Ads and Banners

One of the biggest mistakes that webmasters can make is to flood the site with too many banner ads. For the most part Internet surfers have become somewhat immune to banners. Some webmasters have way too many on their sites, and not make useful content the primary focus. Too many ads can have an adverse affect by turning off visitors and creating distrust in the site. Use banners sparingly and always above the fold, where they will be seen but not overshadow the main subject of the site.

You can also find this article published on [Tools for Making a Better Website 3 Mistakes That Could Cost You Visitors](#), and on the tag pages [make a website](#), [webmasters](#), [Website Design](#), [websites](#).