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Traffic Killers
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You might be turning away traffic from your website without even knowing it. How do you know the signs? Check your site against the following traffic killers and if you answer yes to any of them, it's time to do something about it.

1. Large and/or too many graphics. The larger a graphic, the longer it takes your page to load. Most surfers are in a hurry these days and won't wait around until your graphics finished downloading. Instead, they will simply click away from your site.
2. Flash sites/pages. There are still a lot of people out there that don't have the newest browsers and won't stick around to download them or the Flash plug-in just to view their site. Instead, offer your visitors a choice of viewing the Flash site or a non-Flash site.
3. Nonuser-friendly navigation. If your site is hard to navigate, visitors will simply leave and try another site, probably your competitor's. Make your navigation easy to follow, even for the new Internet user. If you must use JavaScript or Flash menu's, put in a text-based site map so people not using the newest browsers won't have trouble navigating through your pages.
4. "Under Construction" signs. No one wants to visit a website that advertises they aren't finished. Simply leave off the unfinished pages and don't provide a link to them.
5. Horizontal scroll bars. People don't like to have to scroll all over just to see the entire page. Make sure your site is designed for all size screen resolutions or you just might lose some visitors.
6. Autoplay MIDI. Nothing annoys a visitor more than to be listening to a radio or CD when they hit a website with autoplay music, so don't do it.
7. Stupid browser tricks. Redirecting URL's, pop-up windows, META refresh tags, and other silly things like this just annoy your visitor. People don't have the time for playing browser games, and a lot of times, some of these tricks will only end up in crashing someone's browser. So next time you get the impulse to put in a JavaScript code for changing backgrounds, take a deep breath, count to ten, and don't do it!
8. Slow or unreliable server. If your server is either of these, then it's time to find a new host. You don't want visitors to become frustrated with trying to access your site, do you?

9. A free hosting URL. For a personal page, this is okay, but for a business, this is a no-no. People are less likely to do business with someone who can't even afford their own domain name and server. Plus, a lot of search engines balk at listing free hosting URL's nowadays.

10. Non-working or dead links. Visitors can get easily discouraged by clicking on a link and receiving a 404 Page Not Found error. Check your links frequently. If any of them do not work, either update them or remove them. Never leave a non-working link on your site for visitors to come across.

NOTE: The following information must be included if you reprint this article.

Desktop Dilemma's is a Virtual Assistant Company that specializes in administrative tasks and various computer-type jobs from their home office. For more information about the company, please visit them online at <http://www.desktopdilemmas.com> or email them at web@desktopdilemmas.com .
