the NUTRITIOUS LIFE *studio*

4 Common Mistakes When Building a Website

We covered many ways to build a strong website page by page, but we also want to highlight some common mistakes you want to avoid. Since your goal is to give your users the best experience possible, take these 4 tips into account as you build your website:

1. **DON'T cram too much in.** So often people make the mistake of thinking they have to say EVERYTHING in order to make sure the user doesn't miss one single detail. But stuffing your website with too much copy, too many links, or too many images can have the opposite effect you intend. In most cases, less is more. You have to make every word count, so if you can cut any words out of a headline or sentence, do it! Hiring a copywriter to perfect your website copy before you launch is a great idea. A professional writer can quickly put the final touches on your writing and remove copy that is doing more harm than good.

2. **DON'T Set it and forget it.** The excitement of launching a website can lead to absolute exhaustion, to the point where you're just "ready to be done with it." But it's important to analyze what's working, and what's not. If you have a page that is just not converting, try doing a little A/B testing. There is software that can help you display different versions of your homepage to different users so you can test which one is working better. You can also utilize heat maps so you can see where most users are looking on your website. Then, you can tweak your content and call to action in response to where users are spending time. Analyze continuously!

3. **DON'T use anything that will slow your site down.** A slow website can drastically impact user experience. Users are more likely to abandon your site if it takes too long to load. If you want a background video to play on your website because it looks SO COOL, be careful! Google will penalize you for a slow site speed, so be careful of using too much media on your site, such as high-resolution images, videos, and Flash animations.

4. **DON'T forget to test your site on mobile.** When building your website, chances are you'll spend the majority of your time making sure it is perfect on your desktop. But the reality is, most of your users will be visiting your site on their phone! Over time, mobile will be even more important than desktop, so it's imperative you optimize everything on your site to display perfectly on mobile.