



Cloud Works



7 Crucial Mistakes To Avoid On Your Website

As a small business owner, there's a million things on your mind when you wake up in the morning.

If you have employees, there's scheduling, paperwork, and payroll.

Insurance, bookkeeping, and administrative duties to no end.

Not to mention keeping your customers happy!

Most of us don't wake up thinking about how the world sees us or our businesses. We're just so busy keeping the day to day going.

Your website may be the most important way that many of your customers and future customers perceive you.

You might have figured out how to build your website yourself. Or maybe you hired a techy relative at the Christmas table after trying yourself and giving up in frustration.

Think for a moment about the physical sign out in front of your business that you drive by every day.

Did you even consider trying make the sign yourself?

Did you hire a relative do it, just because they have a computer?

And yet for many businesses, their website might have as great if not a larger impact than the sign out front.

Yet most business owners give minimal effort and attention to their website. This means you have a huge opportunity, right in front of you.

In this guide, we'll show you the top 7 mistakes people make with their website.

How to Use This Guide

This guide is short and actionable.

You can absorb the material in about 14 minutes, and use it as a simple checklist to see if you are making any of these mistakes on your website.

Need more help? We're just a click away.

Our team of web experts is here to help.

👋 Reach out to us getcloudworks.com/start

Let's dive in!








Quick Summary

We see these seven mistakes over and over again.

Fortunately, with this list, you'll be able equipped to spot these quickly and take action to increase the trust and credibility of your website.

Here's an outline of each mistake and then we'll go more in detail on each these mistakes (and how to fix them) in the following pages.

7 Crucial Mistakes To Avoid On Your Website

1.  Broken Images
2.  Broken Links
3.  Contact Info Not Accessible
4.  Call to Action Button Not Prominent
5.  Unrealistic Stock Photos
6.  Missing Security Certificate
7.  Copyright Date

Crucial Mistake #1



Broken Images

Have you ever seen this icon before?



This means an image isn't loading properly. Sometimes you'll also just see a big white space where there is supposed to be a picture.

Often this is because a file name for an image was changed but the link to the file wasn't updated.

Take Action

Take a quick scan through your website pages. Are all your images loading properly?

✗ Crucial Mistake #2

Broken Links

Like the broken images, you've likely had this experience as well. You click on the restaurant menu and nothing loads.

You go to the about page or click on the contact us page and you see a warning like the one below.

✗ Error 404 (Missing Page)

Error 404

The page you requested could not be found.

Error 404 is tech speak for that page or file does not exist.

Usually this because the page name or the link for the page has changed. This can also happen when a page has been deleted but the link referring to it was never updated.

Take Action

Click around your website to make sure you have no broken links and make sure all your links are working. Don't forget the links in the footer!

✗ Crucial Mistake #3



Contact Info Not Accessible

You probably have your business address memorized from years of filling out paperwork and forms that it takes to run a business.

But how easy is it to find on your website?

You'd be surprised how often we see businesses where it's difficult to find the phone number or address info for customers to take action.

✓ Take Action

Ask a friend to look at your website to see how quickly they can find your phone number and address.

Pro tip: Ask your friend to look on your website on their phone while you watch– you'd be amazed what you learn watching some one else navigate your website.

✗ Crucial Mistake #4



Call to Action Not

Prominent

Depending on your business, you might have a next step you want potential customers to make

Examples Calls to Action

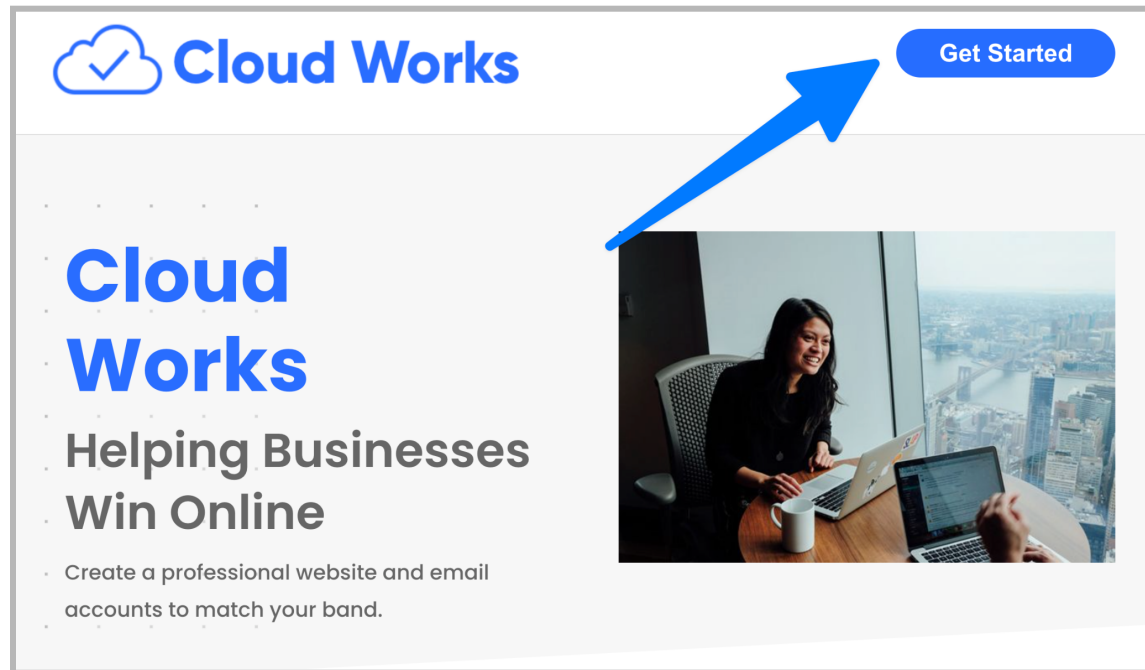
- Make a Reservation
- Book a Consultation Call
- Donate
- Buy Now

Whatever action you want prospects to take, it should be very clear and emphasized in the main menu navigation.

There's a reason why shopping cart icons are always in the top right corner. That's the most valuable real estate for taking action.

Be sure to take advantage of this behavior pattern.

Look at the bold, prominent call to action in this screenshot



If you have multiple items in your menu, take the most important action and put it on the far right and make it visually prominent with a different background color or border.

Take Action


What is the most important action you want customers to take? Is the call to action button the most prominent action on the website?

Crucial Mistake #5



Unrealistic Stock Photos


Many businesses choose to use stock photos on their website. That's not necessarily a bad thing, but when it comes to stock photos, it's like avocados.

 Bad avocados means bad guacamole. None of us want to eat chips and guac with avocados that are brown, dented, and mushy. There's just no way it's going to taste good.

Stock photos are the same way. With careful selection, you can find images that match your brand.

Take Action

Do your stock photos looky corny and unrealistic? Do they look unconvincing or do they look like your brand?

 unsplash.com is a great resource for free stock photos that are well designed and well edited.

Crucial Mistake #6



Missing Security

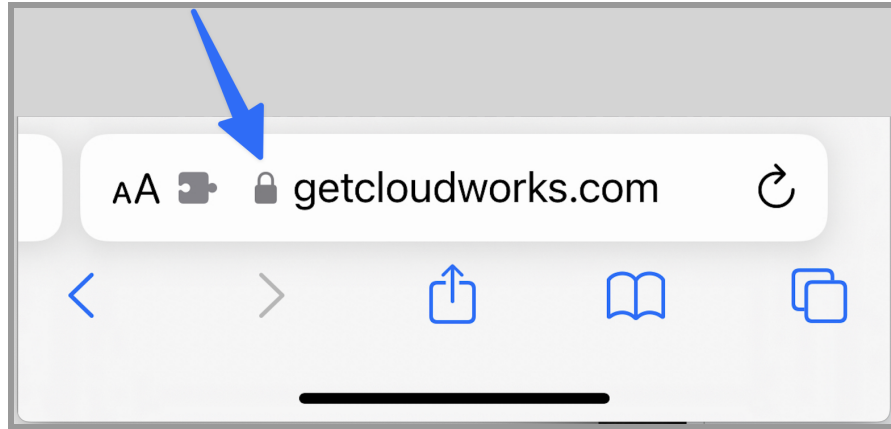
Certificate

Your security certificate is a trust indicator to your customers and clients that you are a credible business and safe to engage with online.

This step is a bit more technical, so we've provided for you several screenshots so you can see good and bad examples.

Security Certificate Installed Correctly

(Safari Browser on Mobile)



See that little padlock icon? That means you're good to go.

However, if you see something like these screenshots below, then your website is missing its security certificate.

✗ Connection not private warnings

(Desktop URL Bar)



✗ Connection not private warnings

(Desktop warning in Chrome)



Your connection is not private

Attackers might be trying to steal your information from **expired.badssl.com** (for example, passwords, messages, or credit cards). [Learn more](#)

NET::ERR_CERT_DATE_INVALID



To get Chrome's highest level of security, [turn on enhanced protection](#)

Advanced

Back to safety

✓ Take Action

This step is a bit more technical, but we'll explain what's going on. If you see any of these errors, it means your website is missing its security certificate, also known as an SSL certificate.

If this is the case, usually you need to log into your hosting provider and update information in order to renew the SSL certificate.

Most people don't realize you need to renew your SSL certificate.

Typically, we see them renew every 90 days, in some cases they are valid for longer.

If you see this error, contact your hosting provider and let them know you need to renew your SSL certificate.

If you work with a professional agency, like our team at Cloud Works, or many other successful agencies, you don't need to worry about this, because we take care of renewing your SSL Certificates for you.

Crucial Mistake #7



Copyright Date

While you may not think of the copyright date as crucial, it's simply an indicator of the professionalism of the brand.

The last thing you want is for your website to look dated!

When you see a copyright date that is several years old, that is an indicator to your customers that you aren't keeping up.

It can cause folks to wonder if your contact info is still good, if the hours for your location are accurate, or if the menu is still up to date.

Take Action

Scroll down to the footer of your website. Does your website have a copyright date? Is the year correct, or is it out of date?

Well done.

With the checklist, you're way ahead of the competition.

Have More Questions?

Our team of web experts is here to help.



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