



Bad Design: Why People Leave Your Site



Our attention spans are getting shorter and shorter with each new release of the iPhone. And our attention spans whilst browsing the internet are even shorter. If your website doesn't provide a visitor with the information they need within 5 – 10 seconds, they will leave and find a website that does.

Here are a few things that WILL make your visitors leave your website immediately:

Flash! Google and Firefox have disabled the flash plugin on their browsers due to a 'critical' security flaw, which means your once-awesome Flash™ website no longer works... anywhere. You can read more about that here.

Background music!

Background music should be reserved for elevators and holding whilst on the phone to Telkom. Background music interferes with a person's browsing experience. Don't do that.

Too many colours & fonts! Your website is not a Where's Wally book! Don't confuse your visitors with a myriad of colours and fonts, giving them a migraine as they try to find the "Contact Us" page.

Ok, now that we have that out of the way, let's get a bit more technical. The following things are common mistakes that might not make all of your visitors leave immediately, still hurt your business:

Adobe Flash: Rest in Peace!

Adobe Flash—that insecure, ubiquitous resource hog everyone hates to need—was “knocked out” of good web design in 2015, probably for the last time. Some of the Internet's most powerful players, like Apple, Facebook, Firefox, others have removed it from their devices, platforms, and websites.

Adobe Flash is a closed, proprietary system on a web that deserves open standards. It has always been vulnerable to hacking, so it's users have always been at-risk. In fact, ALL Adobe products have a bad reputation with web-programmers, because this company does not spend the money to properly test and implement its software.

Adobe Flash has always been a resource-hog. Today, you may only see it on older interactive games children play and in pop-up ads you didn't want to see anyway. Modern web designs need to engage visitors.

Interactivity is important – it is why businesses have webs. A good website motivates people to do something. Web designers should plan to make webs engage. We developers need to create designs without using Adobe Flash.

Cluttered pages. Besides just looking bad, cluttered pages are confusing and require the visitor to put in a lot of energy to find that they are looking for. Too much of this and they will leave your website.

Long paragraphs of text. Remember when we spoke about short attention spans? People want quick answers, they do not have time to dissect large paragraphs to find what they are looking for.

Bad quality images. Images that are pixelated (low resolution) will make any website look cheap and amateur.

No Contact Details. People are coming to your website to do one of two things: either contact you or find out about your

services and then contact you.

Sliders. A trend a few years ago was to have “picture” sliders on your home page. People are spending less and less time on homepages in pursuit of only the info they need. They won't spend 2 minutes waiting to read all of your sliders.

One last point: Don't use WIX. Or any other “free” website builder. Whilst you think it might save you money – it will actually cost you more money in the long run. Read our article: *Free Website Builders are Killing Your Business*

By Chris Schutte: March 23, 2017

