



Top 10 New Year's Resolutions for your business website

Lose Weight

Make a start by clearing out your bloated code and ensure your site code validates to xhtml/css standards. You'll end up with a site that's faster for your end-user, easier for you to update, and produces better results in Google.

Kick those Bad Habits

Running a website on a day to day basis is bound to result in a few cut corners and quick-fixes, but left alone, such bad-habits can seriously impact your site, or worse - your company's reputation. Cut them out now!

Get out of Debt

It's vital that your website focuses on making your business PROFIT, not just generating turnover or page-views. Focus your efforts on selling the services that generate the most profit and even start to look at existing services currently given away for free, and turn them into revenue generating assets.

Talk More

If you haven't already got a company Blog up and running, then start one. If you already have a blog, then blog more! Blogs are a great way for you to (informally) communicate to your audience on a regular basis, and the more you post, the more successful the blog will be helping you get a better listing in Google and other Search Engines.

Talk Less

With the exception of your new Blog, consider reducing the text and content on your website to only say what it actually needs to. The quicker you can make your point to a website visitor, the more likely they'll go on to make a sale, or complete the contact form etc. Make it easy for them, and say only what you need to.

Don't Break the Law

You're probably not even aware of it, but chances are - your website is breaking the law. Data protection laws, intellectual property laws, disability discrimination laws, distance selling laws and more - they ALL impact on your website, and you as the owner of the site need to ensure that you comply as best you can with them.

Make New Friends

The more people who know about your site the better, so make a point of making new friends on Facebook, LinkedIn, Twitter or any other social networking platform of your choice.

Get out More

Network!! Don't rely on twitter to grow your social and business circles, get out there and actually meet people. Face to face really helps your online business promote a "real" presence beyond the website.

Face-Lift?

You may have launched your site a decade ago, but does it still look 10 years old? Web design has come a long way in a short space of time, and web users are quick to understand what's hot, and what's not. If you're in need of some facial reconstruction to improve your visitor's perceptions of you then get it done sooner rather than later.

Be Excellent to one another!

Excellence in customer service and support is what will stand a company out from it's competitors over the next few years - as economical troubles mean that customers look for reliable and trustworthy companies to do business.