# FATbit - Take Care of Your Small Business Website Design by Rajneesh

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You have brick & mortar business and the website you have is only there because someone suggested it is important in todayâ€™s scenario. Agreed that the website doesnâ€™t guide hundreds of footfalls to your store every day but this doesnâ€™t mean that your small business website design should be neglected. It needs care too and, trust me, it is only going to help you in the near future. So, here are some of the points that need to be considered;

## Step Motherly Treatment

Most of you wonâ€™t agree but small business websites are often given step motherly treatment. Business owners find it hard to stumble on time when it comes to websites. To make a website attract traffic, it is important that areas of improvement be located and time be spent to make required changes. The fact is that website is there to represent you and if it isnâ€™t kept well, it is only going to leave a bad impression on the crowd that visits it. Now, if you donâ€™t have a minute to spare to upkeep it, then the least you can do is hire a best website design company.

## Rotting information

You hosted a grand discount scheme that attracted thousands of footfalls in the year 2005 and the same is visible on your website. This is great but the problem is that we have reached 2012! If the same news is topping the charts of your â€˜latest newsâ€™ column, then there could not be a bigger blunder than this. It would be a great help if in place of the rotting and outdated information, new updates would be made routinely. Remember: visitors see everything and blunders are the most eye-catching.

## Invisible Contact Information

Small businesses are mistaken in thinking that websites are not great contributors in revenues; they do contribute but rather indirectly. A customer which has heard about your yummy-muffin store might depend on internet to locate your contact information. He will find the website but if the contact information is invisible in clutter content, then you are losing money. Contact information is one of the most important parts of small business website design. So, keep it someplace it quickly catches the attention of user.

## No to Flashing Images, Scrolling Text and Blinking Buttons

Scrolling text and blinking buttons belong to the age of dinosaurs and are strictly not tolerable in present scenario. So, do away with the torture of so called â€˜attention grabbersâ€˜. Use graphics that are pleasing to the eye and also add to the usability of the website. And no funny cartoons either. Get rid of them immediately.

## Pages with Nowhere to Go

Small businesses have limited items to display and thus dead end pages are more prevalent in such sites. But this doesnâ€™t mean the horrendous mistake is pardonable. There has to be links through which people can navigate the website and reach places they are interested in. So, linking is the word here.

So, the message from FATbit design professionals is â€˜take care of your small business website

designâ€™. And if you donâ€™t have the time, hire a web development companies!

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Rajneesh - About Author:
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