



FIRST IMPRESSIONS COUNT – EVEN TO A SEARCH ENGINE

Before you think about submitting your site to a search engine, you need to be prepared. Don't think that because you have your domain name registered and a 'under construction' page up that you are ready.

Don't even think about submitting your site to a single search engine until you are ready to receive guests or visitors. The worst thing in the world (I think so anyway) – is to follow a link to a website and only find a 'under construction' message or a front page with lots of links with 'coming soon' as a reward for my click.

Why did I come to your site? I want to either find out something interesting, look at something, download something or buy something – not to be told to come back later when you are ready – to tell the truth, I don't think I would bother coming back. Even when you tell me to come back because I'll remember and think "been there before, it was a waste of time, full of coming soon stuff".

If you have a blog – don't leave the messages saying 'Just testing' or 'congratulations and welcome to your new blog'. Don't even think about writing 'Welcome to my blog, over the next coming few days I will be...' Just remember, the internet has no concept of time, but humans do. If I come to your site and find a 'Welcome to my blog...' post with lots of promises, but you don't deliver, why should I trust you with my time? My money? My business? The truth of the matter is, I won't.

I'm not going to go through a whole list of things that tend to put visitors off staying on a site – but here are a few of them:

- Broken links (always check your links before you upload to a site)
- Awful color schemes (Yellow and Red? – Try pastel colors)
- Tiny fonts – I like to be able to read without pushing my nose to the monitor.
- Difficult navigation – I want consistency and clearly labelled links

That should give you a bit to think about...

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