



## Your Website in Five Easy Mistakes.

*Why so many websites die a premature death.*

*By Kyle Dreier, Founder - Vine Theory*

Over and over businesses are committing an enormous amounts of time and money into the creation of, maintenance of and re-vamping of their company website. Is the use of these resources truly justified? Is the strategy, or lack thereof, that follows their creation effective? What is your business doing to benefit from the use or aversion of a website?

### **1. Build it and they will come.**

While there will be people that come to your website, building it does not automatically attract potential clients, nor does it insure that ideal clients will visit. There must be a strategic plan for bringing ideal prospects to your site and ultimately to buy your products or engage your services. Without a complementary marketing plan, your website will be a fantastic destination but with no roads or signs pointing intended visitors to stop by.

### **2. Build it and leave it alone.**

Business owners spend a great deal of money and time to get their first website launched. Then they get busy or they expect their static site to work for the next 24 months. A website is a living breathing tool for furthering your business' goals. You must think of it as a dynamic communication vehicle providing visitors insight into the value of working with you. Your website should move potential clients further along in the sales process, requiring less of your individual time. Additionally, your site should provide current information about what your company is doing today. Just as your business advances so must your website.

### **3. Build it like everyone else.**

It's natural for individuals to learn by watching others. While this practice works well in some areas it is not the best approach for determining your business' future. There is a notable copy-cat trend for how a business presents themselves via their website. Not only does your product or service need to be unique but *how* you convey your message needs to be unique as well. Let all the other copy-cats get lost in the sameness of their approaches while you stand above and shine bright.

### **4. Build it without a thought-out plan.**

So many times business owners think they need a website, which they probably do. So, they either create one themselves or hire someone to create one for them without first thinking about *who* the business caters to or *what* their business needs to communicate. They get ahead of themselves and fixate on creating something without taking adequate time and consideration for how their business needs to position itself

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*(“Your Website in 5 Easy Mistakes.” continued)*

to their target audience. An effective website starts with a lot of questions leading to an intentional plan.

#### **5. Build it and think it’s your silver bullet.**

While a website is a very important part of doing business, it’s not the only thing. There are a host of complementary marketing tools which need to be used in concert to further the goals and objectives of any business plan. A website isn’t the silver bullet solving all marketing challenges. There are many other necessary marketing tools for getting your message to your target audience.

Keep your business moving forward by avoiding these common mistakes –putting your business ahead of the pack. Once you get going there will be no need to look back.

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*Kyle Dreier is no stranger to website design and strategy. In 1996 he launched his first site which he has redesigned a few times since then. With more than twenty years of communication design experience, he leads Vine Theory in providing creative services rooted in sound business strategy. For more information on how your company may benefit from Vine Theory services please visit [www.vinetheory.com](http://www.vinetheory.com). Vine Theory - Think. Reach. Grow.*