

# 5 WEB DESIGN MYTHS THAT ARE COSTING YOU READERS

## MYTH #1

**YOUR OFFER SHOULD BE THE VERY LAST PART OF YOUR WEBSITE**

**Truth: Make your offer more effective by leveraging your first impression.**

80.3% of online readers will stay in the area above the fold while the remaining 19.7% will take the time to read the content below the fold, according to a Nielsen Media report.

The area above the fold is the part of the website where the visitors and readers will not need to scroll down.

Make a big first impression by laying out your offer in big fonts and have your business slogan displayed prominently either on the topmost part of your page or in the middle together with the offer.

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LIMITED TIME OFFER



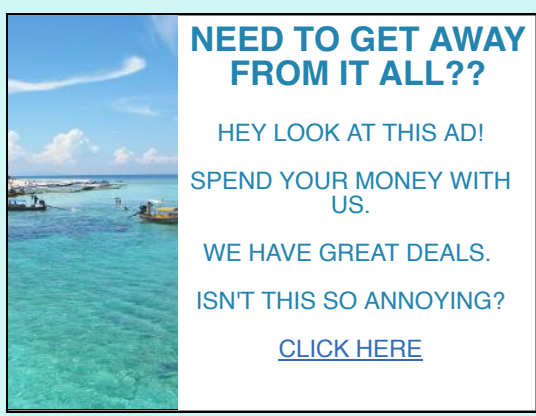
## MYTH #2

**PLACE IMPORTANT CONTENT ON THE RIGHT SIDE OF THE HOME PAGE**

**Truth: This doesn't really work with adult and older readers; rather, most ignore the right side because most websites place their ads there.**

When banner ads were the marketing and advertising rage a few decades ago, Facebook and other sites place their advertisements on the right part of the page.

This has led to an almost evolutionary defense mechanism for online readers to just ignore the right side of a webpage.



## MYTH #3

**THE MORE SEO TOOLS & USER INTERFACE APPS & PLUGINS ARE PRESENT, THE BETTER**

**Truth: Simpler is better, and there is not much point with having too much color if it distracts from your good quality content.**

Consistency is what you should be aiming for as a good first impression. The best way to go get that impression of stability and reliability is to have a harmonious color scheme.

The scariest part of the color chaos found in most websites is that the color imbalance is actually very prominent.



## MYTH #4

**HAVE LOTS OF COLORS AND THEMES FOR MAXIMUM EXPOSURE!**

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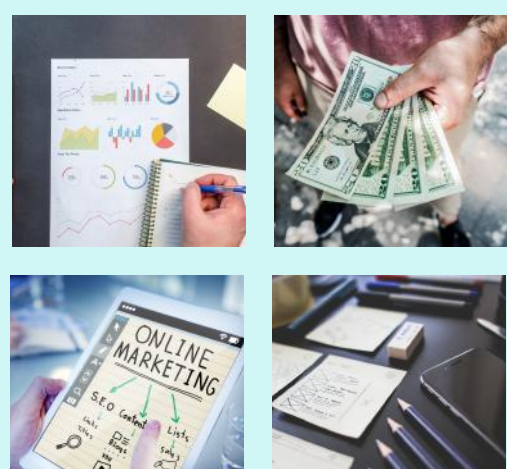
## MYTH #5

**FIND THE MOST EXPENSIVE AND HIGHLY-RATED MARKETING PLANS, THEN APPLY**

**Truth: Starting well is great, but building momentum is the real game changer.**

This is perhaps the most dangerous, simply because if you are looking at the perspective of ROI, continuing marketing campaigns brings home the bacon.

For every \$1 invested in email marketing, return on ROI is expected to be at \$44. For every \$1 invested in SEM or PPC, \$3 is the expected return. Email marketing and PPC (pay per click advertisements) are continuing marketing strategies, but as you can see the return on investment is considerably large.



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Boston, MA 1(617) 399-8216  
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