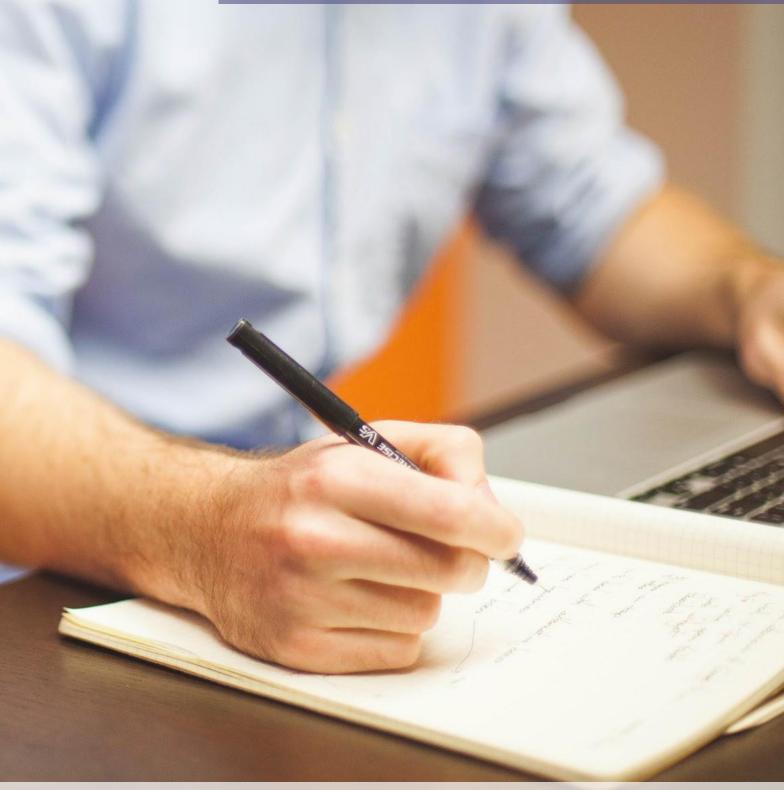# 10 Most Popular Mistakes to Avoid When Creating Your Website

When a user arrives to your website, it is only the half of the battle. To get your victory, you must design such a website that will hook your users and encourage them to come back again. Check out the most popular mistakes that may prevent you from reaching these goals and doom your web project.

1. No convenient navigation
When you design your website, try to create conditions under which your users will be able to find the needed content easy and fast.

For example, one of the most trendy things that you can add to improve navigation is a "sticky" menu bar. Thus, the menu will be "glued" to the top of the screen making the navigation more convenient for your users. Another must-have element is the "scroll to top" button. It is a great solution to relieve website visitors from dull scrolling back.

2. Unattractive color palette
Eye-catching color palette is another good way to attract website visitors. Don't forget to use Color Picker during the trial period of MotoCMS. It will enable you to set a professional color palette for your website in a moment.

3. Too much effects

Adding visual effects to your website makes it engaging. However, you must remember that visual effects affect the loading speed of your website. For this reason, you shouldn't add too much animation or too many parallax effects, video backgrounds etc.

4. Low-quality images

Another element of a top notch website is high-quality images. Good pictures provide you with a good way to demonstrate your business as it is. Don't upload small (low-resolution) images and pictures of low quality.

5. No responsive design

We live in the time when mobile devices are an integral part of our everyday life. The lion's share of Internet users go online via smartphones and tablets. So don't forget make your website adaptive for smartphones and tablets. Otherwise, you will miss out on an opportunity to generate large amounts of traffic.

6. No ways for user feedback

What is the key ingredient for a prominent website? Of course, it's the pleased audience! People's opinion on your project is important. For this reason, you need to find a way to communicate with your audience in different ways. Add a registration form to increase the amount of loyal visitors. Use contact forms for people to send their ideas. Don't forget to enable your users to leave comments and share your contacts.

7. No search box

A search box is a must-have element for any website. This element works exactly like Google search, but only on your website. As far as usability is concerned, search boxes help your visitors find what they're looking for faster. But there's more to this element than meets the eye — without a search box, your old content will fall into oblivion, and that's not good for your traffic.

8. No call to action

What is a call-to-action button (aka CTA)? The answer lies in the name of this element. A CTA is a technique that marketers use to draw their potential customer's attention with some "goodies". You can add calls to action to different areas of your website: headings, buttons, banners etc.

9. No blog

A blog is one of the most powerful sources of organic traffic. By writing various news articles, tutorials, product reviews, etc., you can attract new visitors to your website. In the long run, this will help your business get more customers.

10 No updates

A successful website requires permanent updates. Your website is a part of your business. Do your best to make it more engaging for online visitors. Write articles for a blog one or two times a week. Redesign your website from time to time. Don't forget to update the year in the copyright section in the footer.

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Hope you enjoyed reading this tutorial. Now you know a lot more on how to build your website. Don't be shy and try this yourself right here, right now.

5 Simple Steps to Get Started

1. Go to the MotoCMS website store;
2. Pick the most suitable design;
3. Launch a free trial version;
4. Add your content to a web theme with an admin panel;
5. If you like it, buy it with all modifications.

Get Started

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