

PDF Report – Healthy Web Design Checkup - Attachment

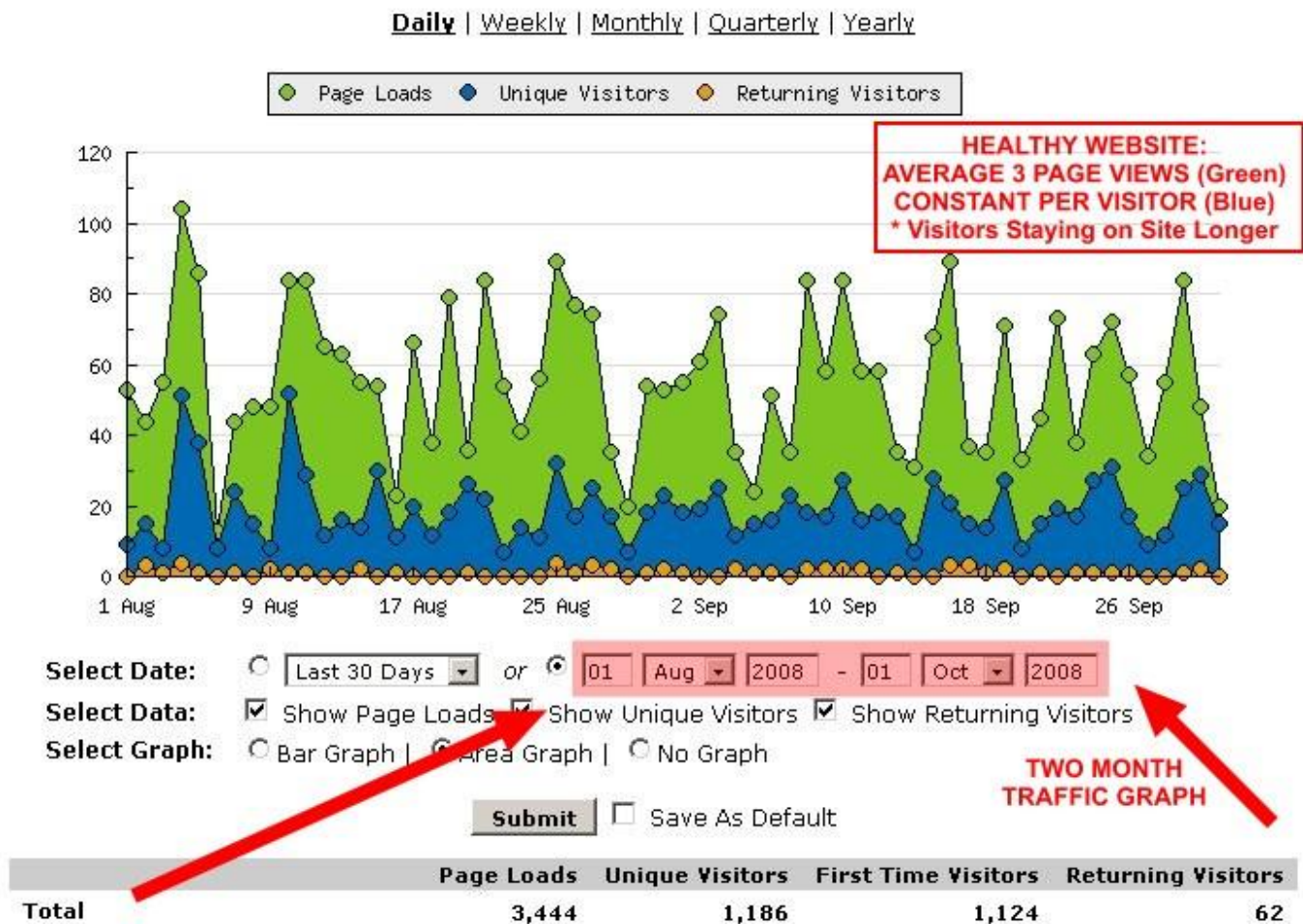
Small Business Website Mailbag - Podcast Episode 42 – Released October 4th, 2008

Listen here: www.jimdegerstrom.com/podcast/2008/10/healthy-web-design-checkup.html

Healthy Web Design Checkup

This pdf document presents two graphics of web design traffic stats and the performance of two websites for comparison of a healthy web design and an unhealthy one cited in my podcast on October 4th, 2008. Compare the graphics and then listen to the podcast episode for details.

The first graphic is the healthy site. Traffic is constant and the blue area indicates the number of visitors while green shows page views. These visitors are sticking around viewing at least 3 pages on average, and this two month snapshot provides positive evidence of a healthy website design and the value of tracking website statistics compared to the graphic on page 2.



PDF Report – Healthy Web Design Checkup – Attachment (cont'd)

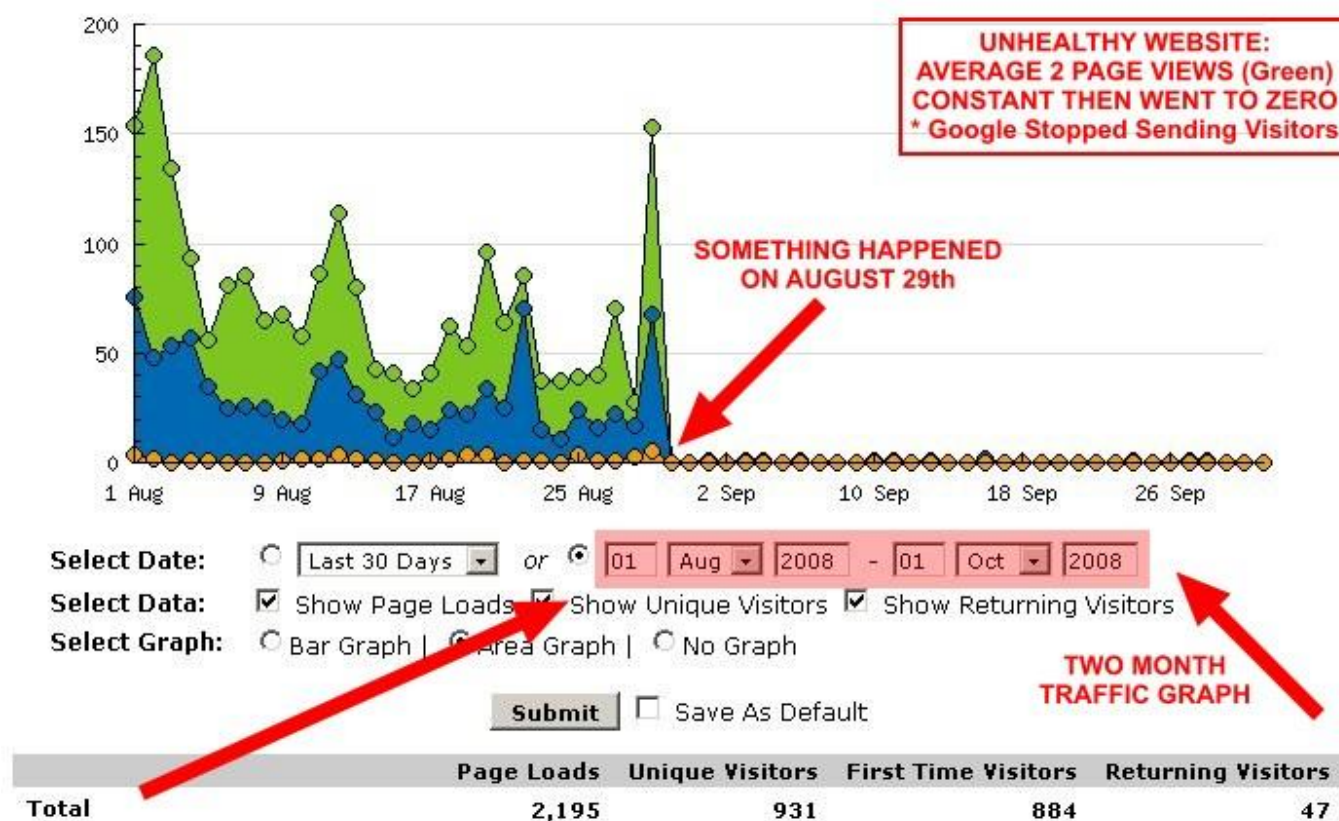
Small Business Website Mailbag - Podcast Episode 42 – Released October 4th, 2008

Listen here: www.jimdegerstrom.com/podcast/2008/10/healthy-web-design-checkup.html

Unhealthy Web Design Checkup

The graphic below shows an “unhealthy” site. The initial 4 week period indicates similar traffic statistics to the first with average page views of 2 per visitor until August 29th. Traffic suddenly ceased and did not recover through the date of this document on October 1st, 2008.

The value of tracking website statistics is obvious. As pointed out in the podcast, this client changed designers and Google immediately stopped sending visitors. Listen to the podcast to learn more about why this occurred and avoid letting this disaster happen to your website.



Conclusion

For small business website owners, the task of finding reliable sources for custom web design can lead to unexpected consequences depending on your choices. The referenced podcast episode provides advice including testing a web designer for expertise in search engine optimization. Listen to the podcast to learn what to do, what to ask, and why.