SJC
shine on.

If Only You'd Known:
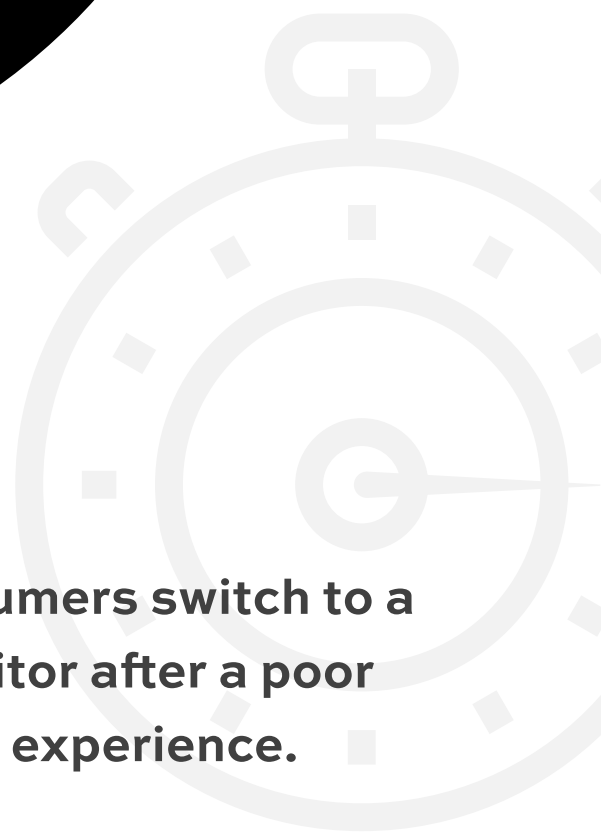## 10 Things You Didn't Think About When Designing Your Own Website.

1 Slow Load Times:

You may think your site is worth waiting for, but don't be surprised if visitors don't agree. They'll be all-too-ready to opt for a competitor's site if yours takes more than **1-2 seconds** to load.

89% of consumers switch to a competitor after a poor website experience.

2 It's Browser Specific:

When you design a website, you need to be compatible with multiple browsers, including not only current options like Chrome and Firefox, but even with old ones that your target customers might be using.

3 Captcha Testing:

Feeling a bit spammy? Including a captcha test in your contact form helps ensure that only humans (and not robots or aliens) are filling out your forms.

4 Advanced Security:

When it comes to website design and security, it's hard to know what you don't know. So you have malware, viruses and malicious apps targeting your site? That's because you need better security.

5 Measuring Performance and ROI:

You invested some cash in your site, but a lack of tracking tools makes it impossible to know whether your site is doing its job or whether it was worth what you spent.

6 Optimizing for Mobile:

70% of task completion on a mobile device occurs within an hour, which means people are browsing on mobile and then making a purchasing decision. If you're not optimized for mobile, you're losing business.
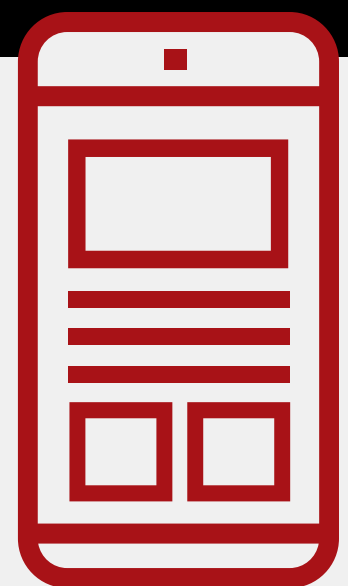
7 An Inhospitable Host:

You didn't go with one of the mainstream hosting providers, and now you're noticing that between slow load times and poor search engine rankings, it would have been worth a little more investment.

8 Your SEO is MIA:

While understanding the ins and outs of search engine optimization may be confusing to you, you can easily see that your site isn't ranking on search engines. That's because an SEO strategy wasn't a part of your website build.

9 Social Isolation:

Your website shouldn't be an island. Including social media links helps your visitors find you in other realms.

10 You Just Didn't Realize:

48% of consumers say that a business's website design is the number one factor that determines credibility.

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