

Radiant Website Design, Ltd. It's a new day for your business

Practices that waste any goodwill gained

Last month we discussed the importance of establishing and maintaining company goodwill. Your website can be used not only to increase but also to decrease goodwill. Make sure you're not doing the following:

1) Making it hard to find important information.

If you hide information such as customer support numbers or shipping policies and rates, you may be giving the impression that you don't want to be bothered with customers who have questions or you're not being upfront with total costs.

2) Asking for personal information you don't need.

If your customer needs to fill out a form on your website, don't ask for personal information (e.g. social security numbers) unless it is directly related to what they are doing on your site. It may arouse suspicion and distrust about what will be done with the information.

3) False sincerity.

Think of the last time you were on hold and heard "Your call is important to us."

4) Slow-loading or distracting animation.

Don't keep customers waiting through a long loading screen to get what they came for.

If you think your website has any of these problems, call me for a FREE website review at (847) 924-4154.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.

Next month: Black Hat SEO or how to get your website banned by Google.

Until we Geek again,

Cathy Gazzolo, the "Artistic Geek"
Creating websites that are easy to use and easy to find.



[Learn more about the Artistic Geek](#)

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(847) 924-4154



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