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**Why E-Commerce and Business Websites Fail and How to Avoid Pitfalls**

*Patricia Montes of WorldWide Optimize explains the common failures of E-commerce Business Websites and how to avoid some of the most frequent mistakes that business website owners make.*

**/24-7PressRelease/** - BERKLEY, MI, March 27, 2008 - It is a common theme heard from our new clients, many of whom have spent thousands of dollars on a new business web site design. The idea is always the same; have a business web site designed that will be professional, easy to navigate, and includes [SEO \(Search Engine Optimization\)](#) so that the products or services will be found in the search engines. However, most business web site design firm's execution of the aforementioned objectives falls far short of expectations. This leaves the business web site owner with nothing but a new web site and no web site traffic. And with a real lack of new traffic there is a lack of new sales which is usually the catalyst that started the new web site design project in the first place. What, then, is happening to so many web site owners that they have little or no return on investment?

The first problem is a serious lack of proper and professional SEO practices implemented into the new design. Almost all of our new clients tell us that their previous business web site designer promised that SEO would be implemented, yet the web site is only found by search engines when the actual name of the business or domain is included. That is great for customers who already know all about you and your web site. What about the millions of internet users that do not know about you or your business? All SEO is not the same. This is one area of your web site you cannot afford to cut corners on. Doing so will always be evident in your web site traffic.

Secondly, even if you were ranking at number one on Google, which receives about 75% of all the internet search traffic, you still cannot convert your new visitor to a sale if they do not like the web site they are viewing. If it is not pleasing to the eye and easy to navigate there is always the back button, leaving your competition's web site to get the sale. Another big problem involves searchers finding your link but when your web page is viewed they discover the content listed on your page has nothing to do with what they were searching for, or that it is too difficult to find what they want. Your customers should find what they were looking for in one click.

Finally, "web site designer", "business web site designer", "web site design firm", and "graphics designer" are all very broad terms. Experience has taught us that most web site designers are actually coders or programmers. The design work they do often lack luster, are unprofessional, and very difficult to navigate. Coders are great for projects that require special programming to function properly but we would never hire a coder to do web site design work. We leave the design work to actual professional web site designers and only bring in coders if needed for parts of the site. If you are unsure of who you are dealing with, ask for their portfolio. It doesn't take long to figure out if they are coders or designers.

Follow these steps with the right [professional design firm](#) and watch your internet marketing grow.

Business owners can get FREE consultation and analyzation of their current website by going to [WorldWide Optimize](#) and clicking on the FREE Quote button or by calling 248-742-8441.

**About WorldWide Optimize**

WorldWide Optimize is a leader in Business Website Design, Search Engine Optimization (SEO), Search Engine Marketing (SEM). We specialize in helping companies to maximize traffic flow from search engines, as well as create unique and captivating website design with customer retention in mind. Call us for a FREE consultation and analyzation.