

The Top 10 Reasons

That Websites Fail



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Reason #1: Failure to Research and Plan

All start-up businesses should be based on sound research and meticulous planning. In the “real” world, this is called market research and business planning. In the cyber world, market research is somewhat important, but not nearly as vital as [keyword research](#). If you plan to launch an internet business, you just can’t rely on traditional research and planning.



The purpose of keyword research is to identify business related words that are high in demand and fairly low in supply. The keywords used on your website – both in the website tags and in the content – will make it possible for potential customers or clients to find your website when searching for information.

A lot of people choose keywords off of the top of their heads or rely on their web designer to properly code the site. Sad to say, most web designers don’t know a thing about keyword research and don’t provide this kind of service. In most cases, when the designer says that the website is ready to launch, it is actually far from ready. It may look appealing and it may have all of the functions working, but it won’t have traffic. No traffic—no profits.

I venture to say that keyword research is the most important task if you desire to have a profitable business on the internet. The keywords that you use on your website have the potential of making you or breaking you. People who open an internet-based business and launch their website without doing keyword research usually fail.

Reason #2: Approaching a Saturated Market

When doing keyword research, you can identify the level of competition that exists on the internet. It is tempting to enter a popular market, like the work from home industry. However, if the competition is too excessive, you will have to work really hard to get business from the search engines, or you will have to pay an enormous amount to pay-per-click advertising firms to get prospects to visit your website.



Reason #3: Choosing a Market with Insufficient Demand



Demand and supply has always been extremely important to business. If you are offering something that only a few are interested in, or if the competition is stiff, you really don't stand a chance of making it. If demand is low, you will be extremely frustrated.

If you are there, I can guaranty that you are not alone. It is never too late to start over. Do the research and find business related keywords that are high in demand and follow the steps of [search engine optimization](#).

Reason #4: Marketing to the Masses



The internet does expand the market making it affordable to market worldwide. The target market of an internet business is not defined by geographical boundaries. It is more dependent on interests and of course, the keywords that people who are interested in what you are offering use in their browser when searching for information.

When [marketing on the internet](#), defining a niche is critical to success. A well-defined niche makes it possible to compete, even in the work from home industry and other highly competitive sectors. [Niche marketing](#) websites are developed to market to a narrowed, specifically-defined target market in which you will experience more achievement.

Let me give you an example...

If you wish to market to pet owners, you will find that you will be competing with over 239 million websites that appear under the keyword “pets”. If you choose “dogs” the competition goes down to 192 million. If you choose “pugs”, the competition reduces to two million. If you choose “Chinese pugs” the competition is only about 455 thousand. Through the process of keyword research, you will be able to view the demand for each of those keywords and related keywords and will be able to make an informed decision about the most profitable niche for you to pursue.

[Choose It!](#) is a simple tool that is free to use to aide you in making such decisions. You can rate the demand, supply, your passion about the subject, start-up costs, etc. and choose the niche that is best for you.

Reason #5: Spending Too Much Money

Running out of money is the prime reason that people give up their dreams of becoming internet entrepreneurs. I can definitely relate.

I have been an internet marketer for almost a decade. I have spent loads of money on website design services, search engine optimization services, and advertising. I have started over many times with a total of five failing websites. Now, I have two websites (about to be three) that actually work.



I was ready to give up entirely when one of my clients told me about [Site Build It!](#) You will notice that throughout my website I promote Site Build It! You may think that I do that because I am affiliate, and I am, but I make my living on my [writing services](#). I am not an affiliate marketer. I promote it because it works, it is inexpensive and it saved my internet business and fulfilled my dreams of being a successful internet entrepreneur. It can do the same for you.

Site Build It! or SBI as we call it, is a site building tool, but it offers so much more. It is an all-in-one tool that takes you from start to finish with guidance from the [Action Guide](#) and from experienced users on the SBI forum. They even have coaches if you need that kind of support. For beginners, using SBI will shorten the learning curve. For experienced website builders it will deepen your understanding.

The SBI package includes hosting, domain registration, keyword research tools, the website building tool, a traffic building system, trust building tools, marketing and monetization advice, all with complete guidance for less than a dollar a day. To top it

off, they offer a money back guarantee. For less than \$300, you can build a website that really works without worrying about added expenses, so your start-up money (or start over money) will be greatly reduced.

Reason #6: Getting Distracted



If you don't have laid out guidance, it is easy to get distracted. I've been there too. There is so much information on the internet about how to make it in internet marketing. I got distracted from my original strategies because I was overloaded with information.

Everything sounded good and I went into a tailspin of trying this and trying that without the guidance of a proven method. I even took a course on internet marketing and went away with many ideas, but no tried and true procedure. More money down the drain!

Reason #7: Not Using Keywords

Keywords are the backbone of a website with [traffic](#). If you don't use keywords that are high in demand and relatively low in supply, your website will be a failure, *or* you will spend loads of money on advertising.



If you are not using keywords, using inappropriate keywords, or using the keywords in the wrong way, you are likely experiencing low-levels of website traffic. If that is the case, you need to start over with keyword research or consult with a [content advisor](#).

Reason #8: Not Providing Sufficient Content

Content is the King of the Internet! A [content-driven website](#) satisfies both the search engines and the website visitors.

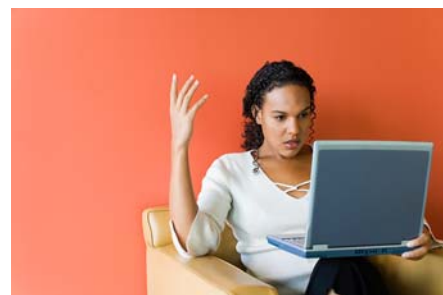


The main objective of the search engines is to cater to the people who use their service to search for information. They provide top ranking to websites that meet that objective by providing informative content that is relevant to the search term used by browsers.

When a visitor arrives at your website, they are most likely looking for information. The way that you present that information will build trust with the visitors turning them into customers, *or* it will drive them away. If you offer information through your web pages, instead of just trying to sell your product or services, you will likely increase your [conversion rate](#).

Reason #9: Overusing Keywords

Using keywords in your [website content](#) is critical to getting a sufficient ranking in the search engines. Be aware that stuffing your content with keywords will make the search engines feel manipulated.



Keyword stuffing used to be a method of search engine optimization, and some *so-called* SEO experts still promote it; however, the search engines got smart and overusing keywords in your content can actually get your website banned from the search engines.

Reason #10: Failing to Get Relative Incoming Links

In addition to informative, [keyword-enhanced](#) web pages, the search engines are concerned with the popularity of the website. To determine whether or not your website is popular, the search engines evaluate incoming links to your website.



Way back when, reciprocal links obtained through link farms or link exchange programs did the trick. Needless to say, the search engines caught on to that tactic and now they only consider links from relative websites.

You may be thinking, “What is a relative website?” In order to determine whether or not the link is relevant to your website, keywords are considered. It is important to get your website listed in industry-specific directories and linked to from related forums, blogs and websites. This process is simplified by using [Search It!](#) and [Value Exchange](#), two of the many awesome tools provided by SBI.

Here's to Your Success...

Website Content Providers is dedicated to helping our clients to succeed in their internet marketing venture. I have been marketing on the internet for almost a decade. I have 20 years of business experience, a degree in Business Administration, and a great desire to help people. If you are struggling, feel free to [contact me](#) for a free consultation.



The Best to You...

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