

Top 7 Mistakes Organizations Make When Building Their Website

Going for the lowest cost upfront

Many services that advertise a "\$199 website build" aren't telling you the full story. They may lean on generic templates or charge you that amount on a monthly basis, using a low upfront cost to conceal the greater sum you will pay over the lifetime of the website.

Ignoring brand discovery

A brand is more than a logo or a slogan or a color scheme. Fundamentally, it's about associations. What values or expertise do your people - either customers or members - associate your brand with? Hiring a web developer with marketing expertise is key.

Not prioritizing mobile experience

FACT: Over 60% of website visits were made on mobile devices in 2024. This might be the biggest mistake of all. It is crucial that your website is developed with a mobile-first perspective.

Unclear needs = unclear goals

Conducting a thorough needs assessment can be the difference between a website that is outdated in 2-3 years and one that can last a decade or more, saving you money and time in the long run.

Relying on a generic template/DIYing it

It is risky to consider this as a "budget" solution: according to Forbes, over 80% of consumers will never visit a website again if they have a subpar experience the first time. A rush job could present a serious brand risk, resulting in fewer leads and increased churn.

Underestimating search engine optimization (SEO)

Using the right copywriting, branding, and backend settings can propel your organization to the top of Google Search results when people search for your niche. That's marketing money can't buy.

Not understanding their target audience

Understanding your target audience and what they would consider a positive user experience will help you convert visitors into leads. Connecting their needs to the value you offer is crucial.



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