

# TOP 5 RETAILER WEBSITE MISTAKES AND HOW TO FIX THEM

A few small changes on your website could lead to big results. Use the checklist below to make changes today.

1.

## DO I HAVE TOO MANY MENU CHOICES?

Reduce the number of menu items to 3 - 4.  
Remove the home button and use the logo.  
Use [Google Page Analytics Chrome add-on](#) to decide which menu items stay.

2.

## DO I HAVE DISTRACTING MOTION ON MY SITE?

Sliders don't work. Pick one thing and stick with it.  
Only use video or motion to create an experience or lead your users to action.

3.

## DO I HAVE A CLEAR NEXT STEP FOR MY USER?

Be sure your user knows what the next step is to do business with you.  
Use high-contrast colors, movement, or pop-ups to prompt users to action.  
Be clear about what exactly they should do. "Learn More" is not clear.

4.

## IS MY MESSAGE CLEAR? DO USERS KNOW WHAT WE DO?

Ask yourself what people would google to find you. Keep it obvious. Use the grunt test and ask people to tell you if they understand what you do within 3 seconds of landing on your site.

5.

## IS MY WEBSITE TOO SLOW TO LOAD?

Use [tools.pingdom.com](#) or [gtmetrix.com](#) to see how fast your website loads. Is it under 3 seconds? If not, see if your photos are too large. If it's more than photos, ask an expert for help.

Need help with your site? Start with a FREE website review.

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