



SMACK HAPPY

VIDEOCAST

where we explore all things web and marketing
web design • marketing tips • useful insights • news • design • fun

VIDEOCAST #002 — TOP 10 NEWBIE MISTAKES WHEN GETTING STARTED WITH WEBSITE DESIGN



NOOB - NEWBIE - UBER NOOB - NUBBIUS MAXIMUS

WE ALL MAKE MISTAKES

No matter what level of website design you are at from newbie to expert—we all tend to make “*newbie*” mistakes. **We are only human, right?**

In this vodcast, we dig deeper into our top 10 newbie mistakes, and ways you can attempt to avoid any future disasters by making them (and

more). Many of the points we talk about encourage you to think and be outside the box. Being proactive, accountable, and honest really helps support learning how to finesse the design process for all levels of experience.

In summation, you either learn to wear many



hats (**think beyond design**) or hire someone who wears them all and wears them well. Happy listening!

TRUTH IN NUMBERS

44%

Of website visitors will leave a company's website if there's no contact information. (Source: KoMarketing)

38%

Of people will stop engaging with a website if the content/layout is unattractive. (Source: Adobe)

What do you think?

This week's special guest: **Marianne Butler of Smack Happy Design**

Marianne is an amazing web designer/ developer who is originally from the UK and is currently on Canada's West Coast. If she is not

type-setting, optimizing CSS, or color-coding the spice rack, you will most likely find her teaching a yoga class. [More About Marianne](#)



THIS \$H!+’S SCARY



THE AMBIGUOUS FUTURE OF WEB

Looking towards the future, we definitely have some fears about the future of websites and web design.

The internet is full of Wix and Weebly sites left unfinished, undesignated, and terminally ineffective. While self-serve websites can be budget-friendly and quick, can you replace innovation, and years of actual human website design experience? We don’t think so.

Investing in a well-designed website is arguably the most important thing that every business should be doing with their marketing.

“You pay for what you get, you own what you pay for... and sooner or later whatever you own comes back home to you.”
– Stephen King, It



NEXT IN THE QUEUE

THE HARSH REALITY ABOUT RUNNING A BUSINESS

What are some of the newbie mistakes commonly made in website design ?

There are plenty of ways to easily stuff-up your website. Here are some examples:

1. Using Large Photos: You literally have 2 to 3 seconds to convince a potential customer to stay on your website. Put in the time to make sure all of your photos are optimized and sized properly so that your website loads quickly.

2. Not Making Your Site Mobile-Friendly/Responsive: We are living in a mobile-first world. If your website is not

WATCH THE VIDEOCAST FOR THE REST OF THE NOOB MISTAKES! BUT FIRST...

- Coming Soon Pages: NO!
- Basement Hosting: NO!
- Pre-Built Themes: NO!
- Do Everything Yourself: NO!

mobile-friendly or responsive you can forget the goals you had set for your business in Q1. From voice search to user experience—there are several reasons why you *need* to do this.

3. Not Hosting Your Website With a Reputable Service: Your friend’s basement is not the best place to host your website. All we can really say here is put in the time on this one. Do the research here! Find a reputable service! Look for information on safety, security, speed, and support.

Check out the videocast for the rest of the discussion, including our biggest stuffed-up mistakes that we have made in website design and development.

If You’re Going to do Your Own Website...

We recommend these great resources.

BEST PRACTICES VIDEO

This video is more from a usability standpoint, but it still has very useful tips for your design.

WP BEGINNER

Here is a WordPress resources site for beginners with easy-to-understand WordPress tutorials.

SHD RESOURCE HUB

Find unique and useful information for your WordPress website and more.