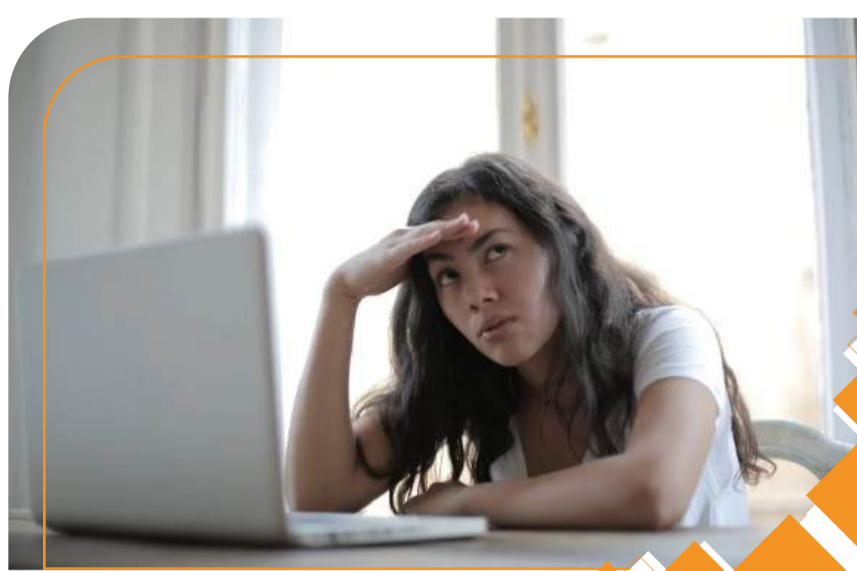# 5
Ways Bad Design Hurts Business

1. Loss of Credibility

Potential customers will form an impression of your company within milliseconds of landing on your webpage. Their perception of your website design will affect their opinions about the professionalism of your brand and services.

2. Loss of Potential Customers

When your web design contains spelling errors, poor layout elements, and faulty navigation, you risk customers leaving your webpage before you can sell them your products and services.

3. Negative User Experience

Prioritize the user experience when developing your website. If your website is difficult to navigate or understand, users will shop elsewhere. To create a positive experience for consumers, conduct focus groups and usability testing, optimize your web speed, and ensure consistency in your design layout.

4. Wasted Money

If bad website design hinders your marketing efforts and keeps potential customers from finding you, then you are missing out on potential sales and revenue.

5. SEO Penalties

A poorly designed website can undermine your SEO strategy. Google's ranking factors include quality of content, page loading speed, bounce rate, usability, and user experience. Help your website's ranking by incorporating these elements into your website design.