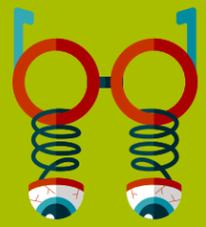# Is your website scaring visitors away?

Here are a few reasons why your website might be more of a trick than a treat
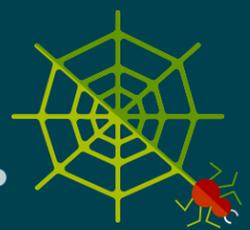
Bad design

Ads, music, video

Not responsive

Old content

Slow pages

Registration Forms

Bad design

If your site looks like it was created at the turn of the century, or if you have added pieces to it bit by bit, it's probably time for a refresh. Clean up the design, fix your navigation, and make sure both the look and the copy support your brand.

Not responsive

Most people expect to be able to see your website no matter what device they're using. If your site dies every time someone tries to look at it on a phone, now's the time to invest in creating a modern, mobile-friendly website.

Slow pages

When you make visitors wait more than four seconds for your page to load, they're likely to leave. Streamline your pages, remove oversized images, and get rid of extras that are slowing down your page load times.

Ads, music, video

No one wants to arrive at your website and be faced with ads, popups, animations, video, and audio. Your content should be the first thing a visitor sees and be the main focus of every page on your website.

Old content

Site visitors and search engines love finding new content on your website every time they visit. If your last site update was long ago, or your blog is so old that it's mummified, create and post some new, interesting content.

Registration

People run away from sites that require them to register every time they want to read something. Share content freely if possible, and if you require registration, don't ask for too much information.