

6 Common Issues Clients Face on Self-Made Websites

Building your own website can be empowering, but it comes with challenges. Clients often face common issues, from design inconsistencies to functionality limitations. In this guide, we'll explore these challenges to help you navigate the complexities of self-made websites, ensuring a more successful and satisfying online presence.

■ Solo Struggle

Attempting the project solo resulted in a six-month incomplete effort, lacking a cohesive website identity. Collaboration and a team approach may enhance project efficiency and identity development.

■ Outdated Representation

An in-house or Fiverr-developed site is outdated and non-responsive, failing to effectively reflect our brand. Investing in professional design services can modernize the website and align it with brand values.

■ Performance Woes

Poor website performance and low organic traffic signal a need for strategic optimization. Regular data analysis can unveil insights for enhancing user experience and boosting traffic through targeted improvements.

■ Identity Gap

The absence of a defined brand identity, logomark, or style guide impacts overall website cohesion. Establishing and adhering to a clear brand identity can enhance the website's visual consistency and brand recognition.

■ Communication Hurdles

Inconsistent communication across business, website, and social media platforms hampers brand messaging. Coordinated communication strategies can improve brand consistency and engagement.

■ Missing Data Analysis

The lack of data analysis inhibits informed decision-making for website improvement. Incorporating data-driven insights is crucial for understanding user behavior and making strategic adjustments to enhance overall website performance.



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