

# SUREFIRE WAYS TO RUIN YOUR WEBSITE

## #1: HIRE A DEVELOPER UNFAMILIAR WITH ASSET MANAGEMENT AND THE FINANCIAL INDUSTRY

They won't understand how you fit into the marketplace, nor will they know who your clients and target audience are and how to reach them. They won't be able to create the more sophisticated material you need for your site, such as market commentary, educational pieces, and white papers. You may spend endless hours rewriting content to satisfy compliance.

## #2: FAIL TO LEARN AND DEFINE YOUR MESSAGES

Who you are and why you are superior to your competitors is the foundation of your marketing. Without a clearly defined message all of your marketing materials, including your website, are useless.

## #3: EXPECT PROSPECTS & CLIENTS TO FIND YOUR WEBSITE

Building the site is first step to creating a vibrant website. The next step, and equally important, is taking efforts to drive clients and prospects to your site. Once they land on your site, make sure you're providing a variety of useful and interesting material for viewers so they will return. Otherwise, you have built a piece of art that simply spins in the internet heavens.



## #4: LEAVE OUTDATED AND IRRELEVANT MATERIAL ON THE SITE

Without new and helpful content, your site is a swamp of stale information. You need to refresh the site on the services of your firm, insights into the industry, items of general interest to customers and clients, and the impact changes in society or regulations may have on your clients.

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## #5: CLUTTER YOUR HOME PAGE

Keep it basic. Your home page can't hold all of your competitive advantages, a list of all of services, client testimonials, media, past successes, the firms' top management, and more! Research shows most people can only absorb three thoughts at a time. What are your top three? Cluttered sites are quickly abandoned.

## #6: EMPLOY NON-SENSICAL NAVIGATION

There must be a strict discipline on laying out the organization of a site. As a viewer clicks down into a tab of information it must flow from one item into the next related item. Otherwise, viewers are here, there, and out.



**REMEMBER:** Your website is your first impression—make it a good one.

Our writers, designers and programmers have extensive experience in the financial services industry. We produce websites that are visually stunning, chock full of relevant and timely content, and designed with the visitor experience in mind.



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