

What's the purpose of a business web site?

1. To inform your clients about your services.
2. To aggravate everyone who visits your site by including a lengthy "Flash" introduction on the front page
3. To show visitors you have a **really cool** web site.

Few businesses would answer 2 or 3 on behalf of their business even though they are guilty of these web site crimes.

Recently I have searched for web sites and contact information for several large firms in Toronto. It's very difficult to find some businesses as their "splash" or landing page includes rotating images authored in Flash, with a 'click to enter' button, little text and no other navigation buttons. Search engines can't find splash pages so why do businesses use them?

Another beef of mine is having pictures of senior staff on a web site without names and titles beside them. I don't know these people. I just want to find out contact information for a specific senior staff member. So, I roll my mouse over every staff member's face until I find the person I'm looking for. Then, I look for an e-mail address with a name, rather than [info@](#) or something similar. Anyway, I end up calling reception to obtain an e-mail address and often get voice mail. Another web site to impress and not to inform!

Who looks at or listens to entire introductions on a web site before going to the next page to find information? Not me!