

TOP 10

Top 10 Web Management Mistakes

Here are some classic mistakes in managing and developing the design of a website:

- 1. Not knowing and defining the purpose of your website***
- 2. Not monitoring results***
- 3. Letting the site structure mirror your organization chart***
- 4. Outsourcing to multiple agencies***
- 5. Neglecting a budget for maintenance***
- 6. Treating the web as a secondary medium***
- 7. Wasting linking opportunities***
- 8. Giving internet and intranet sites identical treatment***
- 9. Relying on no, or inadequate, market research to launch the online marketing initiative***
- 10. Underestimating the strategic impact of the web***

