



## Is Your Website "Unsafe At Any Speed"?

*Many websites in 2004 are just like those automobiles that Ralph Nader was criticizing in 1965. They look fine on the outside but they can be hazardous to your health when they perform.*

([PRWEB](#)) May 5, 2004 -- It will be 40 years ago next year since Ralph Nader produced his book, "Unsafe At Any Speed". This criticized some of the North American automobiles being produced then. They were highly attractive to look at. However some had serious defects that could be life threatening.

Interactive Websites - the latest technology

Internet marketing seems to be driven at the speed of the rapidly evolving technology. Interactive is now the key word. Websites might appear simple but the underlying complexity is staggering. Many website owners are buying their websites without realizing what is "under the hood". They may have been taken for a "test drive" but they do not test what the website is really built to deliver.

In most cases, the website is targeted to create or support sales. What the website owners do not realize is what the website designer may have built into the website that will ruin selling effectiveness. Just like the 1965 automobiles, the website may have hidden defects. The website owner is shown the website on the latest equipment in the most ideal circumstances. He or she may be very impressed. The typical potential customer seeing the website under very different circumstances may not have the same impression.

The problem is that websites are so complex that even somewhat competent website designers may not realize the full implications of what they are constructing. The website must work well for the maximum proportion of the target audience of potential clients. That audience may be looking at the website through any one of a large number of browsers. They may be using a high-speed connection or a dial-up connection. There are many hidden defects that a website can have which destroy its effectiveness with some of the target market. The website should work for all target customers by providing the information they are looking for in a way that works for each and every one of them.

A good web designer, who knows his trade, will develop a website without these hidden defects. A full listing of these hidden defects can be found in a recent SMM Newsletter, "Is Your Website 'Unsafe At Any Speed'?"

This Newsletter can be found at <http://www.strategicmarketingmontreal.ca/newsletter-39.shtml>



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**Online Web 2.0 Version**

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