



Your website: beautiful or effective?

A seemingly silly question, because everyone will answer beautiful and effective.

But in reality, things don't work that way. If you simply ask customers what they want, everyone always asks for a beautiful website, with impressive graphics: no one has ever asked for an effective website.

In fact, almost everyone now wants to optimize SEO in addition to the website. But this is part of another equally questionable movie that we will discuss later.

Let's try to delve into the various aspects of the website from the perspective of the programmer, the customer and the website visitors.

Visitors

They can be time-wasters and curious, and in this case a single website can attract their attention more. If they are truly interested in learning or buying, they are much more interested in the actual content, especially the texts. Of course, there are other important requirements:

- **Texts must be clear and concise** because everyone wants to understand quickly and no one likes long and boring texts
- **Important content must be immediately accessible**, so the menu must be clear and simple, without many intermediate steps, and the pages must open instantly (sites with something that rotates while you wait for the page to open are pure rubbish)

The customer

In 99% of cases, they know nothing about the web, or are strongly influenced by the marketing messages they receive from those who make money from it. The only thing they understand is whether the site is beautiful (obviously according to their tastes). This often has a psychological undertone: the site as a means to feel important.

But **the site that satisfies the customer's EGO loses its usefulness**. Because a site with special effects, beautiful images and effective texts without concreteness, does not provide information. Therefore, it is useless.

The sites of many Marketing companies have graphics and sentences that are impressive, but behind them there is nothing. Because Marketing must have an impact to sell: in many cases there is a lot of chatter behind it to make money.

The programmer

Like everyone, his main interest is to earn well by investing little time. And in this case he has an advantage. Those who go to a restaurant understand easily if what they eat is worth what they spend. Those who buy a dress know very well if it is worth the money it costs. But those who have a website made cannot know if it is professional or if it is rubbish, even if it looks good.

For this reason, the programmer will adopt a solution that offers him many prefabricated websites that look good, even if they have serious defects. The customer does not know it anyway.

This explains why 50% of websites in the world are made with WordPress: it is like having a 50-year-old Fiat that has been given a Ferrari body.

This also explains why over 50% of websites are made by simple graphic designers who know very little about web technologies. And now let's move on to SEO

And now let's move on to SEO

Here is a **fourth player: the search engine**. Google, so to speak.

It is very true that those who appear in the first 3-4 positions of a search acquire many more customers than those who are on the second page. And almost no one looks at the links proposed after the second page.

But we must ask ourselves some questions, which should be obvious, but that no one ever asks:

- Is it worth spending money on SEO to go from page 20 to 15 or 10?
- How much do I have to spend to be among the first 3 in searches related to my sector?
- Are there alternatives to get more visitors by investing the same amount?

For point 1 it would be stupid to spend even just one euro, for point 2 you always have to spend a lot, but the figures are very different depending on many variables, for point 3 the answer is definitely yes, but here too there are many variables. So, you have to think case by case.

Instead, the approach to cheat the customer is quite standardized:

1. SEO is promoted first of all by search engines to classify sites and content much better without extremely sophisticated software. Better classifications make them earn more from the information they get.
2. Optimizing SEO is not difficult; it is just very boring to make hundreds of small changes to adapt the content to Google's rules. But it brings money to those who do it, the customer conditioned by marketing believes it is indispensable and therefore this business goes great.
3. After SEO optimization is the site always at the top of the search results? Certainly not, maybe in one case out of 10,000 or out of 1 million. But the important thing is that the customer believes.

And here we can explain how the scam works. In addition to optimizing the site structure, it is important to define the keywords that Google should base its search on.

Usually, programmers agree on 4 keywords with the customer and demonstrate that after optimization, the site appears among the first in searches that use those words. But this has nothing to do with reality:

1. Rarely do those who do a search often use 4 words, more often just one or two.
2. If a site offers a sleigh tour to the South Pole, does it really need SEO? Anyone who writes "sleigh tour South Pole" will only find that at the top, because no one offers this tour. But no sane person will ever do this search.
3. Can a 3-star hotel in Rimini appear at the top with the words "Rimini Hotel near the sea"? Of course not. If 100 or 1000 hotels in the area pay for the same service, how can they all be at the top? But Booking.com will be there, because it is much more important.

So, **no one will suggest you to use the words that real visitors search for**: they will suggest very little used words that do not appear on other sites. With these words you will easily appear in the top, but SEO will not bring you any more visitors.

Alternatives. **Email marketing is always a very effective means**. Or pay search engines and social networks: they will sell you thousands of visitors for a few bucks (more or less like vote trading, so common in politics). Maybe you should settle for these solutions without investing in SEO.

Obviously, if you want to redo the site and also do SEO, we are also ready to accept your money. But on one condition: let us tell you when you are throwing away your money. And before doing so we recommend you try the tool that Google makes available to everyone to evaluate whether the sites are professional: <https://pagespeed.web.dev>

We use them to help our customers: our competitors never talk about that!