

# “The worst reason bloat exists is apathy.”

## Your Site Visitors Recognize Bloat

### Why bloat happens?

- Fear of being perceived as insignificant.
- Designer is using templates.
- A common mistake is the belief a good site includes everything.
- Not using file compression.
- Feature creep. Details never stop being added or tweaked.

## BLOAT INDICATES YOU DON'T CARE ABOUT CUSTOMERS

**C**ompanies grow. Product lines expand. Sites bloat. It's assumed that bloat happens to all websites and therefore isn't really a problem. “Everybody's doing it.” This is poor visitor-oriented thinking.

**Site bloat indicates** you really don't care about your customers or their needs. You may not say it directly but it's implied. And they know you're being rude with bad web etiquette. Site bloat is when your website has lost the practical values of simplicity and transparency. It's now “in the way,” a cluttered impediment and liability to viewers.

- Multiple elements compete for attention on a slow-loading home page.
- Small, hard-to-read text size.
- Emphasis is on quantity.
- Over-engineered with wasteful, unnecessary long or slow features and code.
- So overwhelming – it requires a search field function.
- Has link clutter or uses long drop-down menus.
- Site visitors frequently call or send email to you looking for answers.

