

Oh no!
What happened?!

The page you are looking for is missing

HEAD BACK



Are Broken Links Breaking Relationships?

A website is supposed to be a place where you can find the information you need, quickly and easily. What happens, however, when you click on a button or a page and are met with... well... nothing?! You can either try to click back to a previous page and wonder where on earth you got lost, or close the site and find your information somewhere else. I know which option I would pick.

Missing pages are a sign of neglect, plain and simple. Whether you are working to update your website, create new pages, or offer specific services on a landing page, the number one thing that you have to remember is to keep the relationship with your customers going. As soon as you direct people to a page that no longer exists (yes, this can happen quite easily) you put a roadblock between you and your customer, causing them to ask, “Does this company care about what they have to offer?”

Now, broken links are something that every company struggles with, but there are ways to save the relationship if someone manages to land on a page that no longer exists! At Candybox, we love to make sweet puns, which is why we have adopted this into our 404 pages. We are continually creating new offerings, promotions and landing pages so if a customer visits a promotional page that no longer exists; we want to let them know that we are still present, just in a different way! As you can see, we make finding a ‘missing’ page an experience to remember. I’m sure you have seen a few other companies do this as well. Unsplash is one of our favourites when it comes to their [404-page design](#) and always gives our team a laugh!

Are you aware that your customers are heading to pages that no longer exist? The first step to improving your website is acknowledging that it has a problem. Thankfully, a handy tool provided by [LinkTiger](#) can check your website for broken links in no time!

This will allow you to go ahead and create all of the pages and promotions you'd like, without having to worry about your broken links getting in the way.

Broken links may be setting you back but did you know that there are many ways that your website may be ruining your relationship with current or potential customers? We know it can be difficult to navigate the world of pages, CTA's, links, forms, images and the like, so we decided to make it easier. [Click here](#) to complete our website audit and to fully understand how your website measures up! We will even explain the results to you.

Now, let's keep this relationship going!

Neil Persaud
Business Development Manager
neil@candyboxmarketing.com