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## Sites shouldn't grow too quickly

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Marketers should be wary of vastly increasing the size of a website to improve search volume.

That's according to Eric Enge from **Search Engine Watch**, who warned that adding 100,000 new pages to a 20,000-page site could be a "horrible idea".

He said that this can happen a lot in web design, citing the example of a publisher who is suddenly able to advertise a whole host of new products and sticks them all online at once.

This can cause a number of problems, including reducing the user experience.

"Let's face it, if you are adding even thousands of pages at once you have to ask yourself what is the benefit the user will get from these pages," he said.

"Clearly, there is a challenge of making all these pages engaging and valuable to users."

In December, a report from by **Global Reviews** explained that there is a direct relationship between the online sales travel firms achieve and the quality of their sites' user experience.

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