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Embody Your Sexy Geek

Quick techie tips to let
your sexy Geek shine



Embrace the Error Pages of Your Ways:

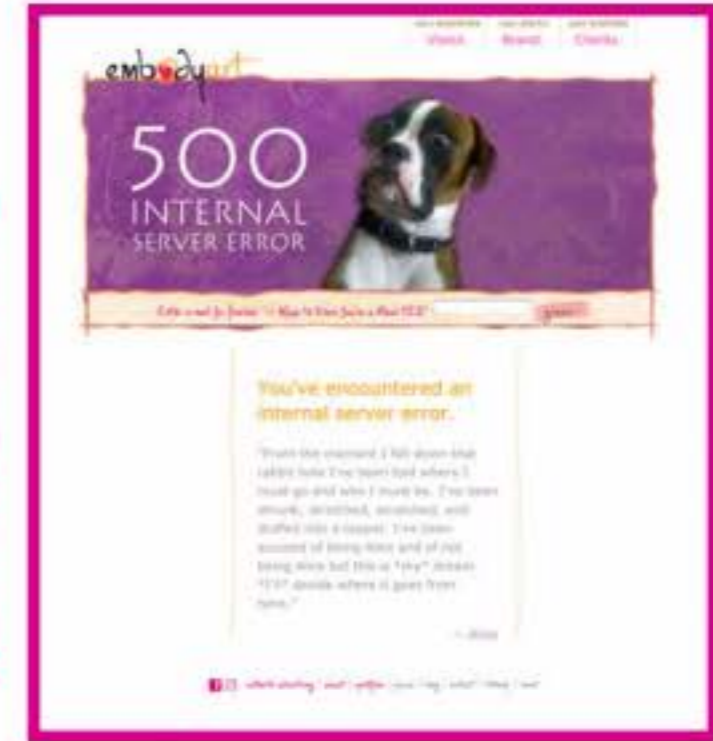
How to make a bad thing good
with inventive error pages



By Katie Geddes

There's Something About Being Bad

I love sharing things with you that help make your business shine and also make you smile. I believe this is one such thing. Ever thought about customizing your website's error pages? No? Well, think about it, sistah and brotha. So much nicer than a dull unformatted text error page.



Make your site **stand out** with your own custom "404 Not Found" and other error pages. Look how cute they can be. (See examples overleaf). I'm an animal lover. But they don't have to feature animals. Get inventive.

There are so many outstanding things you can do with this.

What a great way to give your audience an unexpected smile.

Every encounter someone has with your site gives them a taste of who and what you and your business are. Have fun with this.

Plus, you turn a "bad" situation into a fun one by making the run into a "bad" page a fun and unexpected experience. It's been proven that when you "interrupt" the expected circuits of people's brains, you have a big effect. And people won't "expect" to see a fun page with this normally mundane encounter. People will get a great impression of you this way. So go for it.

The Low Down

To get your own great-looking error pages going, here's what you do: go to your website's control panel (not your WordPress admin area if you use WP) and you'll see an option to edit error pages. Then just enter the necessary html and voila. If you have a Wordpress site, you'll still have a control panel with your web host. It's smart to get to know your options.

There are 5 most common error pages. These are:



Interestingly, 500 is by far the most often encountered. I feel most people think of the 404 Page Not Found error as common, but 500 Server Error is by far more often come across. So if you want to only make one or two, go for those two. The others are bonuses.

Take the opportunity to give visitors who stumble into unexpected terrain on your site the chance to see your personality shine. People will get a great impression of you this way. Plus you'll crack yourself up. That's fun.

You don't have to be funny, though. Take whatever slant piques your fancy. You can be poetic and include poetry, musical and include a song (but please don't play sound automatically because people look at sites at work and that can be a big turnoff), tell a secret, offer a link somewhere nowhere else on your site leads.

What About Yours?

What can you do to create an unexpectedly fun error page? Show me your swanky custom error pages. I want to see.

I'll pick my three favorite examples and highlight them on my blog with a shout out to your biz. Deadline for consideration is June 11, 2014. Write me at sexygeek@embodyart.org



Create a suite of custom error pages that go with your own style and brand. Make sure you include the same page structure as the rest of your site so visitors can easily navigate back. Include your sitewide menu and your opt-in.

Lovin' Bytes,

Katie Seddens



Katie Geddes can be found geeking it up at Embodyart.org, where she uses "authentic advertising" to design thriving, playful businesses for spiritual entrepreneurs. Katie'll show you how to profit from your passion. E-mail Katie at sexygeek@embodyart.org to say hi, ask a question, sing a song or apply for a FREE discovery session that's worth a friggin' fortune.

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