The photo on the left is a nice photo, but the photo on the right is better. This is the same location, I just moved the camera to the left and allowed the railing to move the viewers eye through the frame. There is also a point of interest (the building).
Taking Photos at Night

The photo on the left does not have much going for it. It is blurry, and there is no point of focus. The photo on the right was taken without a flash by stabilizing the camera on the chair in the ferris wheel. There is a distinct point of interest, and line that draws your eye through the photo.
Get Closer Than You Think

Taking a few stops closer to your subject often makes for a much better photo.
Think About Lighting

In the photo on the left, the sun is behind us, so we are in shadow. In the photo on the right, we used a flash since the sun was setting and more light was needed.
Good Examples

On left: a low light situation where the flash came in handy.
On right: a day time photo with some personality and a little sense of place too.
Good Examples From Professionals

On left: try getting lower than eye level for photos, or stand up on a chair and shoot down.
On right: A little architecture, a bit of blue sky, and some smiling faces.
Good Examples From Professionals

On left: a nice balance of earth, sky, and interesting things to look at in the middle.
On right: just one example of when a vertical photo is better.