

# Make Your Site Sticky

By Charlie Page

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Everyone who owns a web site wants it to be "sticky". We want visitors to stay on our site long enough to see what we have to offer ... and hopefully buy something.

In this regard, web sites and offline stores have something in common. While we both suffer from our share of "tire kickers" (those who never intended to buy), we know that the longer a person stays in our store the greater the odds that they will buy something. And much like an offline store, we entice them in every way we can to stay a while.

Here are four ways to put more sticky in YOUR site.

1. Use the "three tell" formula. Simply put, tell them what you are going to tell them, tell them your story and then tell them what you just told them. Great advertising often uses the "three tell" technique by repeating the primary benefit in the headline, body of the ad, and the call to action.
2. Tell them all they need to know up front, and then tease them into reading the rest. This technique is called the inverted pyramid and is often used in the news business. Using this method, you tell your prospect everything they need to know in the first paragraph or two of your sales copy, and then create curiosity to get them to read on. If they read on, the chances are you have them. Pick up any good newspaper and you will see the inverted pyramid at work.
3. Don't hide the good stuff. When visitors have to labor through page after page of information (or hype) to find what they want, they'll leave. Curiosity taken too far creates frustration. Tease them, but don't forget to please them.

4. ENGAGE them in a conversation. The more they ask questions and talk with you, the closer they get to buying... and becoming a REPEAT buyer. That's where the real money is. Experts say it costs between 4 to 10 times MORE to create a new customer than to sell to an existing one. Talk to your visitors as often as you can. Make them feel at home and invite them back. Soon, you will have created a loyal customer.

Look at your site as if it was a clothing store in the mall. At the good stores you walk in and are invited to shop around, take your time. They hope you will buy and they accommodate you in every way they can.

At the bad stores, Biffy or Jake mumble something about being in the back if you need them. Then they look at you like you're an idiot when you leave without buying.

As a buyer, which do you prefer?

As a seller, which one best describes your web site?

Invite your web shoppers to browse, then to buy. Make it easy for them to stay, and soon success will be on the way.

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Charlie Page owns the Directory of Ezines which helps people make more money in less time with ezine advertising. His free ezine teaches how you can profit from ezine advertising too.

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