

How To Make Your Website Surfer Friendly

By Michael Puccino

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Steal This Site http://www.angelfire.com/me4/mike_57/index.html

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Ancient Proverb:
"If your gonna be difficult...forget you!"
Yours Truly, Brooklyn 1967

How many times have you gone to a website looking for something that's supposed to be there only to spend your time going from link to link and still not finding what you set out to find?

Too many times right!

Do you go back to that page, recommend it, bookmark it?

Of course not!

But if you visit a page looking for something and boom there it is you will go back to that page, recommend it and bookmark it.

If you are not making your site surfer friendly you will be losing sales! And if you run a commercial sight that's the whole point making the sale right.

So let's review a few simple steps that will have your visitors returning, bookmarking, recommending and buying from your site

(1) Know Your Audience.

Don't let strangers in the house if you don't know what they want!

This is not just a cliché. Many sites fail to take into account how their visitors use the Web. Your Web pages should be designed so that a novice can easily navigate them. People want what they want when they want it. Some say that the average person will

give you only 11 seconds to catch their attention before they move on to another site. Forget you!

(2) Keep Paragraphs Short and Conversational.

Simple Simon says!

People scan the Web. They don't sit and stare, for fear of falling asleep! The typical screen shows only 15 lines at a time. Therefore, sentences should be no longer than 12 to 15 words and paragraphs two to three sentences long. I personally have problems if there are too many paragraphs having more than five lines. oops :)

(3) Brand Your Site.

I like to think the words STEAL THIS SITE (my site) http://freebie.at/steal_this sticks in peoples minds

Putting your business logos and slogans (which should be trademarked) on your pages gives your site credibility. If your site or ezine has received positive exposure from happy and satisfied customers who have used your services and/or products, be sure to mention it on your home page. Don't bury it somewhere in back pages of your Web site. Read the article: Build Your Business With Strong Brands- Not A Mountain Of Cash <mailto:branding@sendfree.com> for the article
By Daniel Janal

(4) Cut Down on the Graphics.

Bells and whistles are for side shows not serious web sites!

Graphics look pretty, but if they distract attention from important messages or take forever to download, people won't frequent your site. Even banners should be used sparingly. One of the worst things that you can do for your site is to fill your home page up with bright, flashing and blinking banners, especially if they have nothing to do with what your site is about.

(5) Include Contact Information.

The more contact you have with your surfers the more you sell!

Nothing can be more frustrating for your prospects and customers, than wanting to contact you and not having a clue as to how. If at all possible, provide your email address, mailing address, fax number and phone number. You may even want to let your visitors know the best time to contact you by phone. Don't limit how your visitors can contact you, let them decide how they want to contact you.

(6) Include Surveys, Coupons and Q & A Sections.

Once again more contact = more sales!

These are good ways to track visitors and get to know your customers. Ask for email addresses to send them new product and promotional information, not just solicitations. Provide them with an informative ezine or newsletter related to the theme of your Web site. Not asking for your visitors email address is a cardinal sin of email Internet marketing. Get permission, so you can contact them again! If you don't, they may never come back to your again.

(7) Include a Privacy Statement.

Make them feel safe! Safe is comfortable and comfort = sales!

We live in a society where privacy is a BIG concern. If you're asking for your visitor's private information, such as their email address, phone number, credit card information, snail mail address, annual income, etc., it's imperative that you have a privacy statement. It should tell your customers exactly what you are going to do with the information that you collect. And most of all you should abide by what you say in your privacy statement. Because if you don't, you could ruin your business and your reputation.

Michael Puccino edits and publishes the weekly ezine
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