

Making Your Website "Really" Sticky

By Tom Carlson

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Using your inborn strengths <http://www.styleworks4u.com>

Here is a new and powerful discovery that will dramatically improve web site performance and promotion. This tool even goes beyond "personalization." It is a simple, but an effective way, to begin to target a site to the individual. I was trained as a Ph.D. in the behavioral sciences. (Which is the controlling model for most of our applications!) What I know is that they are not good enough in today's competitive information (data?) rich environments. This article submission is an opening shot calling for a cognitive approach to web site development and promotion. It works.

Looking forward to getting this message out to as many as possible. Contact me at <http://webexcellence2002@yahoo.com>, or <http://tcarlson@styleworks4u.com>

Thank you,
Dr. Tom Carlson

Making your Web Site "Really" Sticky: Three Basic Rules

By Tom and Linda Carlson

People have shortened attention spans. If you don't get them in the first few seconds, you lose them! You can either build a terrific web site -- or just end up with "click throughs." The answer is not to use further high tech tricks like automation, or cool sounds, but to make your site appeal to the individual. Great sites of the future will know how to "individualize" their message.

A new discovery called ICTech (I see tek) tells us that people are born with an automatic mental response to information. They feel good and understand clearly when this in-born natural response is used. The way your brain was born to respond to input of any kind is called the Natural Style. Research shows that 92% of the thousands tested had changed their in-born response to one they thought worked better, a Learned Style. Changing the Natural Style to a Learned Style causes stress. So 92% of the people who view your site are under stress or pressure. The truth is that they really prefer to receive information in a way that fits their Natural Style instead of heaping on more stress and pressure.

There are three (3) basic styles and two (2) combination styles. You only have to work with the three basic styles since combination styles are always using one of the basics at any given time. Working with the following three points covers 100% of the viewers of your site regardless of nationality, race, age or gender. Making your web site sticky for all three styles is not difficult;

answering the questions what, why and how, covers it.

Sticky rule #1 present a broad view and open a door to possibilities.

The style that flits away fastest, is the "Multiple", They must be captured first? In the back of a Multiple's mind is always the question "What?" The Multiple Style prefers an overall, general answer to this mental question and needs a chance to imagine a few possibilities before getting down to details. To catch the attention of a Multiple and keep it, present a broad view and open a door to possibilities. We often classify this style as the creative one. The Multiple's attention is kept by being able to quickly identify the general layout and purpose of a site. Because the Multiple's mind is always moving fast, it appreciates things that make it easy to move quickly. If your site is imaginative and yet simple to navigate, you are speaking to the Multiple. Remember, to keep the attention of a Multiple, let them get around easily once they understand what this site is all about. As a Multiple, Linda wanted a product, kept looking for a way to just buy it --and finally left the site after three minutes -- without the item because she could not zoom easily from point C to Z without going through every step in between. (Of course she could have read all the pages in that time, but the Multiple doesn't care; zooming at will is more important.) Give them simple location buttons and clear language.

Example: "This is the place on the web where you can... (learn something, buy something, play something, etc.) What if...?, Imagine this...?"

Sticky rule #2 give the reason why this point is important each time you present a point.

The next style that will leave your site quickly is the "NonVisual". The question always present in the mind of a NonVisual is "Why?" He or she will hang around long enough to see what your site is about, but demands that things make sense to in order to stick. When things stop making sense to the NonVisual mind, they leave. The NonVisual is not willing to make assumptions. Things that you may think anyone would know -- may completely elude him or her. Since the NonVisual always wants to know why, it is a matter of examining the appearance of your site to be sure everything is seems logical and comfortable. At least 50% of your viewers have learned to behave as NonVisuals. Clear logical directions (ie. Push your browser back button to...) are important to this style.

Example: " We do this (to be less expensive, to provide exclusive..., etc.) Why do I...? It makes sense that ..."

Sticky rule #3 tell them how to do everything you want them to do.

The last of the three styles to click off, is the "Single". The final question that must be answered on your site is "How?" Of the three basic styles, the Single will hang around the longest. Instructions must be clear. The Single will never buy unless the question of "How" is answered. Singles will see typing errors and misspelled words almost immediately. They are keenly aware of what you tell them you will do. So, if you say you will send them a URL and don't -- or if you promise a bonus which is left out of a package, Singles tend to lose faith in you and will tell others. (e.g. Here is the _____we promised. Just to show our appreciation we are sending you a _____.) They also notice when you include a little something extra. To please the Single, your site appearance needs to included.

Example: "How to...? (use the product, program, how to order, etc.) Will this fit with...?, Can I afford to?"

Finally, summarize with what, why, and how (in that order), to make your site comfortable to any viewer. Research proves that if you appeal to the persons style, a viewer slows down and pays closer attention to your site. The closer attention gives you a stronger chance of getting a viewer to perceive a need for your product/program. Apply all three rules for stickiness and your bottom line will show the difference in a big way and quickly!

If you want to expand your knowledge about ICTech and this fascinating research, or become a master at working with Styles, learn about the tools available at: <http://www.styleworks4u.com> .

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