

## 10 Ways to Make Your Website Sticky- How to Keep Your Readers Coming Back for More.

Linda Lee- Askmepc-Webdesign  
WordPressBootcamp.net

- 1. Site Design is important.** People are comfortable with easy and clear navigation. Eye tracking visualizations show that users often read Web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe. First they read the top section of your site, then moving to the next level or section below and then they scan the left side column. Comfort your visitors with familiar items and navigation. Design your site so people are familiar and comfortable.
- 2. Design your site so people can find what they need.** Right now you will notice many sites are going to larger buttons and boxed items with clear directions to help people find things quickly and with ease. Spend some time on your site as if you were a first time visitor, check out how well your site actually works. Look at your website through your readers eyes. In a recent study, Nielsen's consulting firm found the following page elements on roughly four out of every 10 sites.
  - The term "site map" for the site overview
  - Left-hand navigation for peer-level links
  - Logos in the upper left corner
  - When used, search boxes on the home page
- 3. Tell your story.** A Web site is like a mini-broadcasting station; it starts right on the home page, which should set the stage by telling a compelling story that positions the company against its competitors. Include clear, concise information about whatever differentiates your company in your industry or niche.
- 4. Build an Opt-in List.** One of the most essential ways to make your site sticky. Place a sign-up form on all your web pages.
- 5. Call to Action.** You must have what is known as a "call to action" on each page of your site. Offer something of value to the visitor such as a newsletter, e-zine, eBook, tips, instructional video or some type of download for signing up for your list.
- 6. New Content.** You must have fresh content, updates and new articles or information for your readers. This is why a blog is invaluable. Adding a blog section to your website a very easy and most effective way to achieve this. Update your content as regularly as possible. If you want repeat visitors, you need an answer to every returning user's question: "What's new?" Even if your site is not content-rich, a key to getting repeat visitors is to offer something new when they return — new graphics, new product information, new offers, new article links, new company news. If your business caters to a particular community of users — consider having a communities section on your site, or a blog.
- 7. Add a message boards or forum to your website.** This will allow the users to interact with each other. It is quite simple to add these message boards, not to mention inexpensive. You do need to commit to keep an eye on it and moderate.
- 8. Establish trust in your users.** Many consumers have now been burned by online experiences, so you must quickly establish business bona fides. Web design (see No. 1 above) can help put customers at ease, but you must also establish individual credibility. You can post all your speaking engagements, your media appearances, and any associations you are involved with. Add client testimonials and any expert credentials you possess.
- 9. Become a "solution" guide for your readers.** No matter what your website is about, you have a field of expertise. Use it. Offer information, become the expert. It is fun for you to share your knowledge and will bring your readers back again and again.
- 10. Connect with your readers.** Make is easy for them to come to back. Personally answer comments and questions. Add a bookmarking and share plugin on your blog. Build a list of readers. It is still about the human touch online. Be more than an ad for your book or product, become a destination.

To learn more- visit Linda Lee at [www.askmepc-webdesign.com](http://www.askmepc-webdesign.com). 510-582-2837 or email [lindalee@askmepc.com](mailto:lindalee@askmepc.com) | [www.Wordpressbootcamp.net](http://www.Wordpressbootcamp.net) is a live training session run in the Bay Area. The next two bootcamps will be help June 30, 2012 Mills College, and July 14<sup>th</sup> Stanford University. [Learn more here and sign up today!](#)