

5th insight

Want to set your company apart from the competition? We'll show you how. Your business will never be the same.

August 19, 2009

Will YOUR Web Content Capture Customers?

Your website's purpose is to attract, inform and retain visitors – is yours saying everything it should? So much attention is placed on visual website design and functionality, actual content is often overlooked. Ultimately, positioning your company as the right choice for your customers all comes down to what you say, and how you say it. Does your website get it right? There are four key ways to tell.

Is it Brief?

Studies show that cutting the content of a website by half increases readability and reader engagement levels by about 60% - being concise pays off! Since most web readers scan websites (79%) versus read the entire page word for word (16%) it's vital that information be presented in a succinct, direct manner, and any information not vital for the reader being omitted. How can you tell if your web pages need a trim? If the majority will require scrolling to accommodate text, it's time to make some cuts.



Building web content to attract, inform and retain visitors

Is it Organized?

Because readers often scan web pages, organization is another factor that can hinder or help their ability to understand your message. Ensure readers find the information they need by using bullet points, highlighted key

words, headlines and sub-headings. Use short paragraphs containing only one theme or idea to keep content easy to digest. Try the inverted pyramid writing style - start each page or section with the conclusion to tell readers upfront what the page is about, and capture their interest with the meat of the story.

Is it Current?

The key difference between the Internet and almost all other communication vehicles is the speed at which it moves. Web visitors expect information to be relevant NOW, and can easily find more up-to-date information if your website is stale. Content must reflect current facts about your company, products, industry and services - no prospect will buy based on outdated pricing, service offerings and company successes. If a potential customer dismisses you as an option based on outdated website information, you've lost business that may have been yours for the taking!

Is it Perfect?

Readers can find hundreds of alternatives to your business – at the click of a mouse. If your website appears outdated, has poor spelling and grammar or links that don't

WHERE SHOULD YOU SPEND AND WHERE SHOULD YOU SAVE YOUR MARKETING INVESTMENT?

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function, it communicates sloppiness. There's no excuse for a website that doesn't meet acceptable communication standards. Spell check, proof, quality check - then do it again to make each web page reflect your company's unique expertise and professionalism.

Your website is a 24-hour business card with the ability to instantly attract or repel prospective customers. Not only does it need appealing design, intuitive navigation and useful functionality, web readers demand actionable content that makes decision-making easier. Review your website, review our [Website Checklist](#), then call 5th business today to make the most of your Internet investment!

Regular communication with customers and prospects has never been easier. Call 5th business today and take your website to the next level!

5th business Grows Greener with Fielding



5th business Inc., one of Canada's leading marketing and communications companies, is pleased to announce its selection by Fielding Chemical Technologies, Inc. to support their rebrand strategy. 5th business will be implementing a series of initiatives with Fielding to better position the company to compete on a global basis and will highlight the benefits of dealing with the technically advanced Canadian environmental services company.

"5th business continually looks to back companies that mirror our own brand values. With the global marketplace demanding environmentally responsible thinking and actions from business leaders, expanding the Fielding brand story is something that our team looks forward to accomplishing," says 5th business President, Stuart Lewis.

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What's NEW on the Web? 5 Ways to Keep Web Readers Coming Back



When it comes to the Internet, there's no place for old news. Not surprisingly, the best-trafficked websites embrace what makes the Internet so powerful: instant, up-to-the-minute information. How can your website harness the power of now? With a dynamic news section that keeps visitors coming back for more. Here's how:

1. Keep it Current

Current doesn't mean this year, or even this month when it comes to the Internet: with 24-hour a day access to the latest information you have to compete for attention. Because news section postings must be dated to give them context, it's clear which companies are current and which are not. If posting news items with regularity and committing to keeping customers informed isn't feasible right now, a news section may not be the best option - a resources or article archive may be better.

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NSK DIRECT MAIL WINS ASTRID AWARD FOR 5TH BUSINESS

When NSK needed to connect with a new market, 5th business designed a creative campaign to get NSK noticed.

The headline "Only Chocolate Could Make Them Better" and accompanying image of a ball bearing dripping with chocolate, quickly became a custom designed Lindt chocolate box, with coordinating brochures and a web portal. Response rates were well over 100%.

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TECSAW SINKS TEETH INTO NEW BRAND IMAGE

When TecSaw needed a powerful new image, they came to 5th business for a creative solution with teeth.

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5th POLL

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