

December 8, 2009

5th insight™

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



It's Not Rocket Science - or Is It?

Did you know that there are scientific ways to get your website read? Studies have proven that website visitors interact with online content differently than with print. Understanding the formula for writing for the web is key to capturing potential customers online.

Optimizing your website to attract the Internet-savvy customer takes some simple techniques; executing them well will give your website what it takes to beat the competition and grow your business. Here are some of them, and why they work:

Keep it Simple

Tracking studies prove most readers skip right over large blocks of text. For important information that customers need to see, use short paragraphs and plenty of white space to draw eyes in and make for easy reading. Stick to one idea or concept per paragraph to keep content focused, or incorporate bulleted lists for dense information that can't be pared down.

Connect with Links

Use links to outside sources within your online text to: (a) show readers that you've done your homework, and (b) take them directly to information that backs up your position and paints your organization as more credible. Keep readers from straying away from your site with links that open in a new web browser. Links also act as visual stop signs that help prevent readers from skimming content - if links aren't an option, use bold text where appropriate to achieve the same effect.



A Taste, Not a Meal

A Taste, Not a Meal
Viewers only read about 20% of the text on the average page - eliminate everything that doesn't add value and increase the potency of your message. Web readers are browsers; they look for a little information about a lot of topics. A web page shouldn't

offer comprehensive data or expect detailed reading from web visitors: Keep content informative, but not exhaustive and use links for value-added information.

Catch Their Eye

Eye tracking studies find the same results time and again: readers scan web pages. But where do they look? Viewing patterns generally resemble a capital F: readers scan across the top of the page, then scan the left vertical column followed by a small scan across the middle of the page about halfway down. Place vital information, headlines and bulleted lists where viewers are looking to ensure they get attention.

Every customer and web user is unique, but science has proven they have website viewing preferences and habits in common. Contact 5th business today to learn how to maximize your website's ability to engage visitors - and keep them coming back.



REQUEST YOUR COPY OF THE NEW PERSPECTIVE 5 TODAY.

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BURROWS
CELEBRATES
THE SEASON

5th business Points to Sustainable Marketing as Key Factor in Profit Growth



November 20, 2009 - In a new in-depth report, 5th business illustrates the realities of the "green" marketing environment and key advantages for businesses that incorporate sustainability messaging and practices into their business strategies. Independent research confirms that the integration of sustainability strategies can result in profit increases of up to 38% for large companies and 66% for small companies.

The report entitled Sustainable Marketing: The Green Effect is the second in a series of Perspective 5 publications covering current marketing and business issues and was released today and is available online at www.5thbusiness.com.

In the report, 5th business outlines how businesses can harness the power of corporate social responsibility (CSR) to grow profits. 5th business presents a clear strategy to achieve significant bottom line increases through three distinct "green" methodologies - Selling Green, Working Green and Being Green. Each avenue for sustainability offers key competitive advantages and unique opportunities to increase sales, retain customers and enhance corporate image.

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Boost Email Open Rates with Savvy Subject Lines



With 210 billion emails being sent every day, (and 70% of those falling into SPAM catchers), first impressions are everything. Subject lines are where you can win or lose with e-marketing.

With 80% of marketing executives noting email as their strongest-performing advertising channel, competition is fierce for customer screen time. Email is the fastest, most economical way to keep in touch with customers and reach out to sales prospects, but only if your messages are opened and read. A 20% open rate is the generally accepted average – How do your stats compare?

Find out how to engage your audience to improve open rates with finely tuned subject lines that motivate them to act:

Keep it Brief

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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When Burrows Clothiers decided to host a Holiday Shopping Night to celebrate the season with their customers, they contacted 5th business to help them set a festive tone.

[+ more](#)

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FIELDING
THE SCIENCE OF SUSTAINABILITY

TAKE ANOTHER LOOK AT FIELDING

Fielding Chemical Technologies Inc. wanted a fresh new look and corporate brand to launch an aggressive sales strategy to position them as the leader in their field - and they contacted 5th business for a corporate ID overhaul.

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5th POLL

How important is it to your company to use green marketing options?

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