

Number 1 mistake on your Website

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Foreword

Over the past 6 years, our team at Famousmarketers.com sat behind Analytics of several highly successful companies across the Greater Toronto Area. Analyzing analytics of various companies with their owners, and their Marketing Departments, provided us amazing insights into the consumer behavior. Over the past 6 years, we analyzed consumer behavior, consumer psychology, performed A/B testing on various types of contents, visual layouts of the websites, and tried to decode the elements which would make a website successful. Analyzing all these websites over 6 years, provided us with great insights into what is required to make a website successful in 2022.

It allowed us to comprehend how the consumer behaves on a website, and what is consumer psychology. In 2022, when Digital marketing is at its peak, consumer behavior is very highly different. Consumers in 2022, are exposed to advertising from so many digital advertising channels. All these marketing channels have induced a change in consumer behavior.

Successful Marketers understand this change in consumer behavior, and build their websites accordingly. This book is the work of several years of hard work, thousands of hours of work behind Analytics of several companies, lengthy discussions with company owners, and passionate brainstorming sessions at various Marketing Departments.

Number 1 mistake on your website

The world of efficient web design is complex, and very fast. There are numerous Ad companies which do an excellent job of bringing the relevant customers to the website, but once the visitor arrives on your website, then your website has to perform well for you to achieve your goal of building the website.

Building an efficient website which performs well, is a complex task, and your website development strategy can make a huge impact on how well your website performs.

Starting from the beginning our research indicates that a website visitor will stay on your website for less than 8 seconds, if they don't like the layout on your website. If he likes the layout, then you have 45 seconds to persuade him with the ideas on your website. If the customer on an average likes what he sees on the website, and stays past 45 seconds, you have a very high probability of achieving your target on your website.

So it's not tough to build a good layout on the website, and get customers to stay for at least 8 seconds, but it's challenging when it comes to getting customers to stay till 45 seconds. The customer has to like the ideas that you are presenting on your website to dedicate 45 seconds of their time. Our research indicates that this is the time period which is between 8 seconds, and 45 seconds, which is challenging for companies to achieve.

In 2022, the digital marketing world has revolutionized. Consumers are getting ads everywhere, from social media, search engines, sms messages, video platforms, mobile and tablet platforms, apps, content marketing, on their favorite websites that they like visiting. From the moment a customer turns on their cell phone, or their laptop, or their tablet, he gets overwhelmed by ads, and information about different products or services. This creates an information overload in the consumer's mind. This is one of the primary causes which causes a change in consumer behavior, when they visit a website. A website visitor in 2022, has already acquired a lot of information before they will visit your website.

In 2022, a lot of website developers make the prime mistake of thinking that the website visitor is at the information search stage of the consumer behavior, when in fact the consumer is already past it, by the time that the customer visits your website, he will most likely be on evaluation of alternatives stage of the consumer behavior. And this is the **Number 1 mistake that companies, and website developers make on their website.**

A lot of companies make their website according to the information search stage, and consumers find them not so engaging. So customers instead of going through all the information, just leave your website. Websites which are built according to evaluation of alternatives stage tend to perform a lot better, and consumers display higher engagement rate for longer time on such websites. In 2022, consumers are no longer visiting your website looking for information, due to information overload, they would

already be familiar with the basic industry information. Consumers now visit websites for evaluation of alternatives. Companies that put their product offerings or previous work at top with highest visibility are the ones that tend to perform the best. Customers now just want to see your product first thing when they visit your website. They don't want any branding information, any industry information, or any information about how the product performs. They are at their evaluation of alternative stage, and just want to watch your product or your previous work.

Our research indicates that websites that tend to focus on evaluation of alternatives stage, rather than information search stage, tend to engage customers for longer times, and perform much better than websites which are more focussed on information search stage.

Customers dedicate their time very wisely while browsing the internet, and will probably get bored, if you get into the information search stage at your prime visibility spots on your website, and start writing literature about your brand, the industry, your competitive advantages, or industry information. This will cause them to leave your website early, since they are already probably aware of this information, due to information overload.

So at your prime visibility spot on your website, show your product or previous work so that the consumer can right away see your product, or previous work and evaluate it. Since this is the information that the website visitor came to see, they will most probably find your website more engaging, and spend more time on your website evaluating your

products or your previous work, which should assist you in achieving the goals of your website.

Efficient web design can assist you in increasing website visitor time, which should further increase the probability of your website achieving its goals. It is a complex process, and should be carefully planned keeping in mind the changing trends in consumer behavior.