

## How to Improve the Stickiness of a Website

By Emmanuel Martel, MCIInst.M., RPM

Digital Analytics Specialist

emartelcando@gmail.com



The purpose of this article is to outline a few strategies to turn the home page of a website into a portal that entices visitors to go deeper into the site. This refers to the stickiness of a site.

Sometimes, a home page is compared to the front entrance of a store or the front cover of a magazine. In fact, it is much more than that; it is a portal that opens up a world of information and experiences. There are many reasons for this. One of the unique attributes of the web is interactivity and a website's strength is in its interactivity. Interactivity allows for customization of content on a website. Customization allows visitors to choose various paths to achieve their goals.

As such, the home page is the junction where the process of achieving both corporate goals and visitor goals begins. Corporate goals are achieved when visitors get to achieve their goals on the website. If visitors perceive that they cannot achieve their goals, they usually leave the site.

One of the goals of a website is to lead visitors to some type of conversion, e.g. download a document, watch a video, make a purchase, generate a lead. As visitors often begin their journey at the home page, it is critical to entice visitors to go deeper into the site. When they do so, visitors can begin the process of achieving their goals and, consequently, corporate goals can be met. What has been said so far is true not only for the home page of a website but also for a landing page used in digital marketing campaigns that draw users to a website.

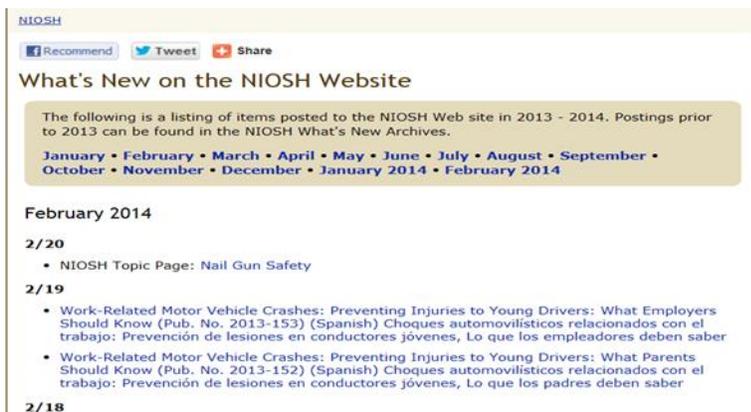
The strategies listed in the article can be used one at a time or in combination. They are as follows.

(1) On the home page, have a navigation heading called "What's New". This draws visitors to newsworthy items as soon as they arrive on the home page. This heading can also serve as a

link placed on social media properties (e.g. your business Facebook page). The following example is from the Apple website.



(2) Once a visitor has clicked on the "What's new" navigation heading, how can we draw and retain their attention? As the picture below shows, one way to highlight new items is to hypertext each item so that visitors can click on it and, consequently, go deeper into the site. This format greatly helps visitors to immediately see what has been going on and what they may have missed. This example is from the National Institute for Occupational Safety and Health. Previous months can be seen so that visitors can quickly scan the page for things they may have missed.



Each item is hypertexted, thereby taking visitors to a particular section of the site. Once they get to that section of the site, make sure to offer visitors more content that they can explore. The picture below shows (www.optimizesmart.com), at the end of an article, other articles that the reader is invited to read. Related content used to draw visitors deeper into the site can include pictures, stories, short video clips, a contest (e.g. a draw to win a ticket to an event), etc. Of course, all along, calls to action are placed in strategic locations on each page for those visitors who are ready to convert, i.e. finalize their goal.

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3. Understand that no one campaign is solely responsible for conversions and sales if you are doing multi channel marketing.

4. Understand that over investing in any marketing channel while overlooking the role of assisting marketing channels may take you to the point of diminishing returns faster than you think.

#### Other Posts you may find useful:

- [Is your conversion Rate Statistically Significant?](#)
- [How to optimize Organic Search Campaigns without Keyword Referral Data](#)
- [6 things you can learn from PostRank about Social Engagement Metrics](#)
- [What you should know about historical data in Web Analytics](#)
- [What is fundamentally wrong with your Conversion Rate](#)
- [You are doing Google Analytics all wrong. Here is why](#)
- [Google Analytics Shortcuts: Tricks, Tools, keyboard & APIs](#)
- [How to use Web Analytics 2.0 to improve your conversions](#)
- [Social interactions tracking through Google Analytics](#)
- [Google Analytics Account Setup Checklist](#)
- [Event Tracking – Google Analytics \(Simplified Version\)](#)

(3) Use trigger words to draw visitors deeper into the site. Specifically, to pages that are seen as important in the visitor path(s) to a conversion (e.g. conversion funnel). Trigger words can be embedded into an article or into a product description. This is helpful for visitors who want more information on a particular item. As such, the interactivity of the web, through trigger words, helps visitors achieve their goals (e.g. get the information they need to make a decision) and guides visitors towards the achievement of corporate goals. In this picture, trigger words are highlighted in blue. (Source: [www.jubilee.ca/engagement.aspx](http://www.jubilee.ca/engagement.aspx))

ENGAGEMENT

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## Engagement

A diamond is a poem of fire and ice, captured in crystal. It is the perfect symbol for two souls joined by the power of love. When two people become engaged, they begin a new life together, and the gift of a diamond acknowledges the spell of the moment when the question is asked, and answered with a breathless "yes!"



When you enter the world of Jubilee, you will find we pride ourselves on [finding the right engagement ring](#) for you, and that we take the time to understand you and your style.

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The few strategies presented in this article highlight the importance of having a clear idea of what you want visitors to do on your site. This can consist of a variety of actions (e.g. download a pdf, make a purchase). Once this is clear, various paths to conversion can be outlined. Trigger words and links, once strategically placed, serve to guide and entice visitors to go deeper into the site and complete one or several conversion points.