

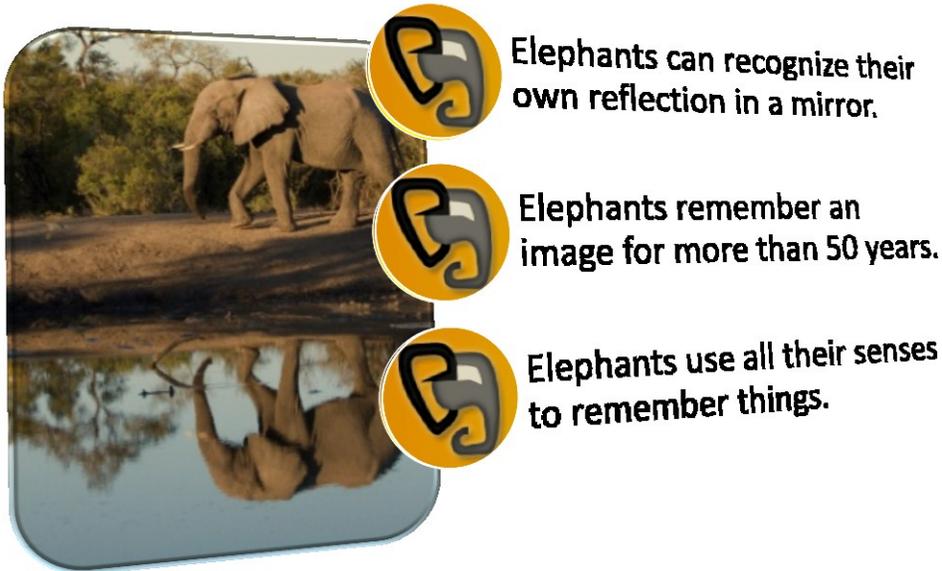


An Elephant Never Forgets

9 Lessons an Elephant Can Teach You about Being Unforgettable

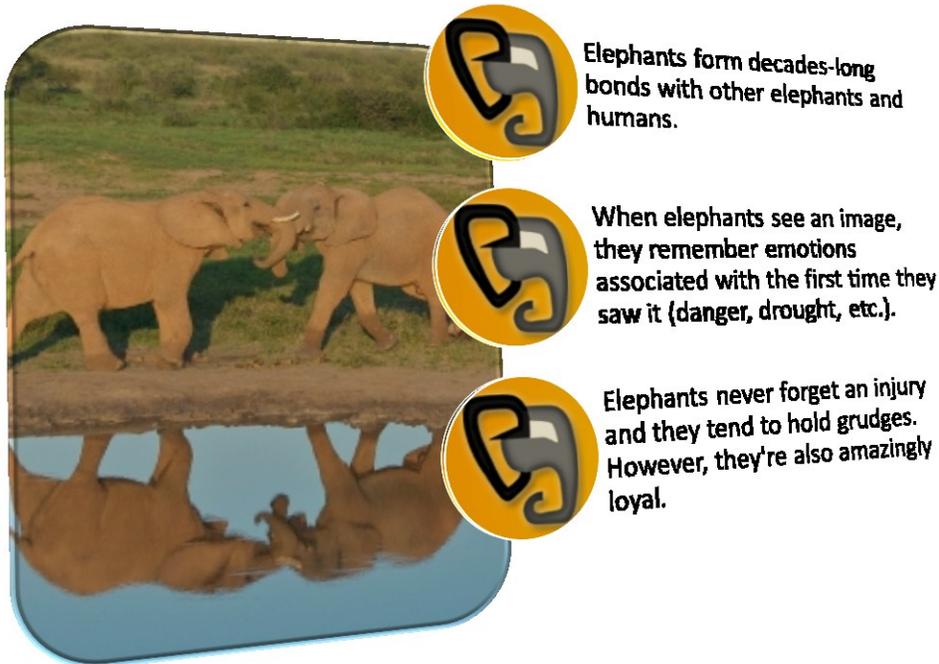
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How can you make your website unforgettable?

- ❑ Make a solid first impression by keeping your images and words simple and clear.
 - ✓ Did you know that first impressions are formed within a tenth of a second? According to research by the [Association for Psychological Science](#), a photograph makes a lasting impression at the very first glance! However, it seems that the longer visitors stay on your website, the more likely it is they will have confidence in you.
- ❑ The images on your website should portray only *one* thought, so that your message is easily grasped, with no confusion.
- ❑ As you think about your website's image, keep in mind the purpose of each page. Remember that your landing page is just the "front door," not the whole house – so don't try to make it do too much.
- ❑ How can your website communicate to a variety of senses? The more senses you involve, the more emotionally connected your website visitors will be.



How can you form strong bonds with your customers?

- 85% of successful business owners felt that the top priority of a home page should be to capture a customer's email address – so that they can start developing a relationship!
- The purpose of keeping in touch with your customers is to *help* them and to show them that you care.
- Does your website clearly show the *benefits* your product or company can provide? Put yourself in your customers' shoes, and look at things from their perspective.
- Go above and beyond your customers' expectations. Deliver *more* than you promise.
- Think through how your customer service can set you apart from your competitors.
 - ✓ Before responding to difficult email or complaining customers, take a few moments to calm down and think objectively. Even if the customer is wrong, try to understand how he or she feels before responding.



Elephants always remember how to find valuable resources (such as water).

Elephants act defensively in unfamiliar environments.

Elephants prefer a clear path to a watering hold -- and they bring their friends!

How can you help customers find their way around your site?

- ❑ Each page should have a clear “call to action,” leading customers step by step to what they’re looking for.
- ❑ Provide “breadcrumbs” and clearly labeled navigational signs – in many places!
- ❑ Since customers will only spend a few seconds looking for direction, it’s wise to use images rather than words to show them what to do.
- ❑ Add easy-to-use social media and sharing icons, so that your customers can easily tell their friends about your website.
 - ✓ Don’t forget about customers who view your site on mobile devices. Give your website a responsive theme that looks great on tablets and smart phones.

Apply What You've Learned:

What's your business/organization all about? Print this page so you can put your thoughts down on paper.

- What is your business philosophy? What do you want your customers to think about you?

- Do you have a tag line or mission statement?

- What sets your business apart from your competition?

- What problems does your business solve?

- What kind of customers will be visiting your website?

- What do you want visitors to do on your site?

- How will you maintain a long-term relationship with your visitors and customers?

- Is there one image that expresses who you are or what you want to represent?

Next time...

We'll take a closer look at those elusive words,

Purpose

Vision

Mission

and how defining them will help your website become unforgettable!

**Be watching for it in your inbox
in just a few days!**



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