Title:
Got A Second? ˘ Barely! Grabbing A Website Visitor´s Attention

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Summary:
The blink of an eye! That´s how long it takes a visitor to assess the overall look of your web

The report, published in the latest issue of Behaviour and Information Technology journal, cla

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Article Body:
The blink of an eye! That´s how long it takes a visitor to assess the overall look of your web

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In the 6 years we have been developing websites, we have had the ability to test many differen

There is no secret! That´s right, there is no single, right way to build a website. There are

The real secret of a good website, is to eliminate anything that drives your visitors away. An

Too many times new website owners think they need every bell and whistle available. They tend

What is needed is a site with the right balance of graphics and content. By ˆright˜, we mean w

I like to think of a website as a house. Take your house for example. You probably have a nice

In the same way, your home page is the front door to your website. This is the page that you s

Let´s start with the visual appeal of your home page.

First and foremost you should have a professionally designed logo. Your company name displayed

Along with a memorable logo, your website should incorporate colors that your audience will re

Graphic images are also important to help the viewer relate to your website. Professional phot

When using images of people, keep it down to earth. Research indicates that while viewers like

Your home page should be organized so that visitors quickly understand what they can accomplis

Navigation is the key to the flow of your website. Your navigation should have links that can

Make sure that your navigation flow makes sense for your viewer, ordering your pages with the

Last but not least, is content. Content has to be rich and exciting enough to draw your visito

The paragraph above is exactly 40 words. If you only have 10 seconds to pull your viewer in, t

People tend to scan websites rather than read them entirely, so adjust to this fact. Use eye-c

In short, you really have no choice but to make your website´s homepage an attention-grabber.

Once they find the basic components that are expected they will be drawn in to more of your co