

A website mantra to help you achieve marketing nirvana

A mantra is defined by Merriam-Webster as a mystical formula of invocation or incantation. In Sanskrit, a mantra is a phrase, word, or sound that is repeated during meditation to help practitioners focus.

If you want to increase your website's performance and focus, I have come up with a mantra for you:

Make it easier to find.

If you concentrate on this mantra, you will have a website where people have an easier time finding the information they want.

If you don't, you will make your website users so frustrated that they will leave your website and will end up not doing business with you.

Searching and searching

This morning, I decided to research CD rates at a local bank. First, I had to put in my zip code "to get localized results." Then, I had to navigate to a "Savings and CDs" page. Then, I had to click on "Savings Accounts and CD Options." Then, I had to click on "Certificates of Deposit," and then scroll down to find the link for "Interest Rates." To sum it up, I had to go through five different steps/clicks to find the information I was seeking.

What do most people need and want to know?

I think going through five steps to find simple information is too many steps. It can be discouraging to have to keep clicking through various pages to get what you need. In the case of the bank, I assume the one thing most people research

are rates. Every industry and business has to answer some questions more frequently than others. Restaurants, for example, may need to provide their menu, hours and location. Banks need to provide a list of services, current rates, hours and locations.

The information your website visitors request the most, and need the most, needs to be easiest to find. It's that simple.

So repeat after me: make it easier to find. There, are you feeling a bit more zen?