



Attracting Website Visitors with Useful Information

“WHAT DO YOU WANT?” THE PRISONER ASKED IN AN ANTIQUE TELEVISION SERIES. “INFORMATION,” WAS THE REPLY. “YOU WON’T GET IT!” THE PRISONER SAID. IS YOUR WEBSITE A LITTLE TOO MUCH LIKE THE PRISONER?

People visit websites when they’re looking for information. When you use Google or Bing or Yahoo, what are you attempting to accomplish? You probably are looking for someone who sells a product or service you want to buy or for information about something. The websites you’ll spend time on are those that provide the information you’re looking for.

Search engines such as Google have the same preferences. The more *useful* information you have on your website and the more inbound links you have from sites that Google considers to be reliable, the better your page will rank in search engine results. Not only that, the more useful information you have on your website, the more likely it is for visitors to spend some time there.

What’s Useful Information?

SEVERAL APPROACHES MAY BE HELPFUL, BUT IN EVERY CASE YOU NEED TO PUT YOURSELF IN THE PROSPECT’S PLACE.

In-Depth Content: Well-written and well-researched long-form content that offers solutions will generate quality traffic over a long time.

Objective Product Reviews: Researching products and services and providing unbiased reviews can carry a great deal of credibility with your audience. Reviewing your own products and comparing them to your competition can be useful to readers and increase sales.

Captivating Infographics: These can be an engaging way to share complex statistics in a digestible format for your clients. Visually strong graphics increase the likelihood of your readers

The infographic is titled "What FONT is your city?" and features a map of the United States. Below the map, it lists three cities with their corresponding fonts and designers:

- New York, NY:** The font is "Vow" (thin and tall), designed by "Think Dust". A note mentions that the font was chosen because it is non-handwritten and business-like.
- Chicago, IL:** The font is "Thirsty Rough" (rough and industrial), designed by "Yellow Design". A note mentions that the "rough" version was chosen because it harkens back to Chicago's architectural history.
- Phoenix, AZ:** The font is "Sketchetik Light" (urban and bright), designed by "Hiekkka Graphics". A note mentions that the font was chosen because it reminded them of the urban feel of Phoenix.

sharing the information through social media and increase the traffic back to your site. Note, though, that you need an experienced graphic designer who understands how to represent data to create a viable infographic.

White Papers with Real Solutions: White papers and case studies offer solutions that your clients will respond to. Your intent should be to connect with your customers and share your expertise.

Regardless of how you approach it, useful information must have a high content of vitamin WIIFM (what’s in it for me). Nobody will spend time reading information that isn’t useful.

The infographic I’ve included at the left is from movoto.com, a real estate company. It’s a clever way to draw people in and it’s one of 83 highlighted by creativebloq.com.

Planning for Infographics

I’M A SUCKER FOR A GOOD INFOGRAPHIC AND I FREQUENTLY USE THEM ON TECHBYTER WORLDWIDE. ONE THING I’VE NOTICED ABOUT THE BEST INFOGRAPHICS IS THAT THEY HAVE SECTIONS THAT CAN BE USED INDEPENDENTLY.

Most infographics tend to be tall, often more than I can accommodate on the TechByter website. A well designed infographic can be chopped into discrete pieces that stand on their own. In a recent newsletter, I included a piece of an infographic about data security. Earlier, I had used 3 pieces of the infographic on TechByter Worldwide. The full image was too much in either case. ☹

The Importance of Communications (by A. J. Stinnett)

IN AN ORGANIZATION, ACCORDING TO MAJOR GENERAL CHARLES HENRY IN A GENERAL'S INSIGHTS INTO LEADERSHIP AND MANAGEMENT, COMMUNICATION IS A FREE EXCHANGE OF INFORMATION. IT IS ALSO DEFINED AS THE TRANSFER OF INFORMATION FROM ONE PERSON TO ANOTHER.

Communication provides information needed to make decisions. Managers must have information about alternatives, the future, and potential outcomes if they are to make appropriate decisions.

Communication encourages commitment to organizational objectives and this enhances individual and group performance.

Communication clarifies duties, responsibilities and authority and thus permits control.

Communication permits the expression of feelings (opinions and attitudes) to help satisfy social needs.

As early as 1975, Henry Mintzberg, writing in a *Harvard Business Review* article, "The Manager's Job: Folklore and Fact", noted that communication uses 59% of the time of first level managers (supervisors) and 89% of the time of middle managers.

Over the last 25 years, the successful and profitable executives and managers I've encountered have all spent a larger percentage of their time communicating than indicated in the Mintzberg article.

Real World Communication

MOST MANAGERS AND WORKERS INHERENTLY UNDERSTAND THE IMPORTANCE OF CLEAR COMMUNICATIONS. HERE ARE SOME COMMENTS THAT I'VE HEARD OVER THE YEARS.

Organizational communication is the key element of effective team effort. It is the essential link between team leadership and each team member.

Funeral director

It should be explicit with clarity and fairness to every job family in the company.

Small Business Banker
Our bosses try hard. Administrative assistant.



It is critical to creating open communication and for fostering team work. CEO of a firm that owns and operates shopping centers.

You better understand what the boss means when she tells you to do something. She moves fast when we're busy. Server in a high-end restaurant.

We executives need to always be aware of the importance of consistent communicating. Senior VP

There is no organization nor communication where I work. Incident coordinator

It's great here. We know what's going on most of the time. Assembler at a car manufacturer

There must be a system for communicating and everybody must be aware of the system and be able to communicate with everyone else. Keep track of what you say and do. Chief assayer in a gold mine


It is the science and art of telling the company's message to internal and external audiences. Reception of the message is measured at the bottom line. Manager of contract administration at a large utility

Communication is the life blood of any organization. For communication to be effective the message must be clear, concise and without ambiguity. Third grade teacher

The incessant use of cell phones and e-mail is a symptom of poor planning and inefficient communicating. Organization development consultant

Be clear on what you want to communicate. Important messages should be consistent and frequent. Use as many avenues as you can to communicate that message. Clarity is essential. Episcopal priest

Communication in an organization is the free exchange of information. A. J. Stinnett

Are you communicating effectively? 



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