

# Reducing churn on your website

**Kava's 'Writing for the internet' courses will transform the way your company or organisation presents itself on the web. We can help you hook and hold on to users, drive traffic, sales and awareness.**

## Here's some basic information you might find useful

- Most visitors are just about prepared to visit a site twice without finding what they are looking for before dismissing the site altogether.
- Most users base their expectations of a website on the common features of other sites. Innovate with care.
- A font that looks fine on one browser may be illegible on another.
- The size of font you select will depend on the type of font you use. Size 14 may look huge in one font and much smaller in another.
- Many users despise clipart.
- Submissions made to online directories are hard to change later. Be clear about your objectives first time around.
- Many search engines will regard pages on which a keyword is used more than seven times as spam.
- Headlines, links from other pages, header tags and keywords in file names & hyperlinks can also boost search engine rankings.
- Like it or not, over three quarters of internet users still use Internet Explorer as their web browser.
- 60 per cent of web searches are carried out using Google.

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## Ten golden rules that reduce churn

1. The home page is the most important page. Keep it light, fast-to-load and to the point. Always ensure the site's key message is to the fore.
2. Keep your site's layout as simple and consistent as possible for ease of navigation.
3. Keep in mind the kind of users that will be visiting your site and what they will be looking for. The site's for them - not you or your web designer.
4. Check your site thoroughly for spelling and grammar mistakes and links that don't work. You and/or your company will be judged on attention to detail.
5. Make text easy to scan onscreen. Subheadings, bullet points and short paragraphs are a good way of breaking up text.
6. Don't have pages that require lots of scrolling.
7. Change the colour of visited links so your visitors know what they've read already.
8. Submit your pages to the top search engines. Google is important, but so are [www.alltheweb.com](http://www.alltheweb.com), [www.mamma.com](http://www.mamma.com), [www.search-it-all.com](http://www.search-it-all.com), [www.lycos.com](http://www.lycos.com), [www.altavista.com](http://www.altavista.com), [www.dogpile.com](http://www.dogpile.com), [www.37.com](http://www.37.com) and [www.metacrawler.com](http://www.metacrawler.com)
9. Use keywords wisely and write a 200-250 word visible text copy based on your keywords for high search engine rankings.
10. Avoid gimmicks such as time-consuming animations or elaborate Flash movies. Most people want content, not frills. If you really must use such devices, then provide a text-only alternative site.

**Kava's 'Writing for the internet' courses are either half day or full day sessions. Our trainers are experienced online journalists and former AOL editors.**

**Courses can be tailored to address specific objectives and can include an appraisal of existing online resources.**

**For more information, call Richard Kennedy or Caroline Chapple on 0845 644 5823 or email [courseinfo@kavamedia.com](mailto:courseinfo@kavamedia.com)**