

# How to stop visitors in their tracks and take a bow on your website

 By [Gordon Barker](#)

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80% of people don't read your web page!

Website content as we are all aware is the critical aspect to SEO (search engine optimisation) but what is the next big thing on the web, no its not social media it is your own website.

All people are generally busy and statistics show that only about 20% of people who arrive on your web page read the whole thing ([Jakob Nielsen](#), the venerable godfather of Internet research, told us way back in 2008 that most users read about 20% of the words on a page). People use skimming to quickly scope out if your page is going to be any use to them.



## How to turn heads to attract attention

It's more than a professionally written stunning caption and exciting content, it's about stopping visitors in their tracks!

It used to be Flash which creative's used to turn to when trying to create "eye-popping" home pages now its HTML5 and video. Technology keeps changing and you can use video on your website to accomplish much more than Flash ever could.

In the future, websites will have less anonymity if companies want to be more social and consequently be seen as more trustworthy nothing beats video on the web to display who you are to develop a connection with your audience by including web video as part of web design. No matter if you are not the world's best presenter. Your presentation is not meant to be anything but an honest representation.

[Have a look at what my home page video looks like](#)

The web is all about trust, there is no stronger message you can give than with a message from your MD as an example. In your daily work, in your physical office you may come face to face with customers and web video is no different to that.

Their your tears, your emotions, your sun, your moon and their wonderful. Their your stories, your goose bumps, your products and your business for the world to see and live. Ask yourself what is your company going to do in 2016 that is going to be different?

## Writing web content in 2016

Content will be critical and you must continue to write good quality and useful content, not just for the 20% of visitors who read it but for 100% of the search engines which are guaranteed to read it. So it's still about SEO but you need a hook to stop visitors to ensure that they bother to take time to stay on your website and remember who you are. Today video is the answer, so get started now. People may like your video they may not but in the end it's not about production values and talent it is about grabbing attention, sending a message and being honest and trustworthy.

## Your impact on a website

Now that I'm using video I have attracted many more phone calls as usual. People are able to see and hear who they are dealing with. They are not hesitant as before when they spoke to some "unknown" person on the phone selling and speaking about something that they don't want. They are able to make up their own mind if they can work with this person that they have seen on the home page (warts and all).

With online video you will stop visitors in their tracks to concentrate on YOU!

## ABOUT GORDON BARKER

Gordon's passion and driving force is in Internet technology, building brands and bringing new ideas to the web and has recently launched a live web streaming service.  
[www.epnetstreaming.com](http://www.epnetstreaming.com)

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