

Keep Visitors on Your Website Longer - 02:10  
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01  
ANIMATION  
"www.yourwebsite.com"  
1 character added per 3 frames  
over 3 seconds

-----  
Keep visitors on your website \*longer\*

TITLE OVERLAY  
Keep visitors on your website  
longer

-----  
02  
ANIMATION OVERLAY  
Digital Clock counting  
10 seconds in .1 sec intervals

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Marketing professionals \*like you\* know  
that research has shown that a \*first-  
contact\* website visitor typically  
spends \*less than 10 seconds\* on a web  
site.

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03  
www.competingsite.com  
typed during 1 second

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04  
WIDE SHOT

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So, how can you keep visitors on your  
website longer? In particular, how can  
you keep them on the site long enough  
\*to generate a lead?\*

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Visitors to B2B websites are \*purpose-  
driven.\* The first question in the back  
of their minds is this:

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05  
TEXT  
1) Could this site help me  
with my problem?

-----  
Could this site help me with \*my  
problem?\*

-----  
06  
WIDE SHOT

After a couple of seconds, if they decide the answer is \*yes,\* they will wonder:

-----  
07

TEXT

2) Can I find exactly what I'm looking for?

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Can I find \*exactly\* what I'm looking for?

-----  
08

CLOSE UP

-----  
To keep visitors on your website longer, you must \*write the copy\* and \*design the information architecture\* so that the answers are obvious to these two questions and three more that naturally follow.

Where do these questions come from?

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09

STILL PNG

Course Cover

-----  
Nick Usbourne is a highly successful web copy writer. His course, "Web Copywriting 2.0", explains the five questions and how to write copy that answers them.

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10

CLOSE UP

-----  
Now, you probably have a few questions too:

First, what are the \*remaining\* user questions? Here they are.

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11

TEXT

3) Do I have enough information to feel comfortable moving ahead?

-----  
3) Do I have \*enough information\* to feel comfortable moving ahead?

-----  
12

TEXT

4) Are these people trustworthy enough to protect my contact information?

4) Are these people \*trustworthy enough\* to protect my contact information?

-----  
13

TEXT

5) Is their information valuable enough to me to endure filling out a contact form?

5) Is their information \*valuable enough to me\* to endure filling out \*yet another\* contact form?

-----  
14

CLOSE UP

-----  
Ok, so how do we apply these questions?  
-----

15

TEXT

Value proposition  
- Clear  
- Concise  
- Customer focused

-----  
You must start with a value proposition that is clear, concise, and customer focused.  
-----

16

CLOSE UP

-----  
That makes sense, but what \*copy writing techniques\* can we use to address the five user questions?  
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17

TEXT

www.awaionline.com  
AWAI logo

-----  
You can obtain Nick's training course on the publisher's web site.  
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18

WIDE SHOT

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Sounds good, but what \*information

architecture\* methods can we employ to answer the five questions?

That's a subject for a future video.

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19  
WIDE SHOT

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I'm Robert Metzger, a freelance B2B writer with a technical background.

I write marketing content like online video scripts, web pages, and case studies for high tech businesses.

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20  
TEXT  
[www.plaintextcomms.com](http://www.plaintextcomms.com)

LOGO  
on right

-----  
To learn more about how I can help you achieve goals with B2B marketing content, Email me or visit [www.plaintextcomms.com](http://www.plaintextcomms.com).

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Research References

How Long Do Users Stay on Web Pages?  
Dr. Jakob Nielsen, September 12, 2011  
[www.nngroup.com/articles/how-long-do-users-stay-on-web-pages](http://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages)