

On the Internet, Home Is NOT Where The Heart (or Profit) Is

E-Commerce Sites Must Send Shoppers To Customized “Landing Pages,” Says Web Visibility Guru Stephen Gorgey

Orlando, Oct. 15 – Retailers expect their shoppers to walk in the front door of their stores, and catalog publishers work hard to make their covers enticing. So e-commerce websites should work hard to route online shoppers to the site’s beautifully designed “home” or main page, right? No, that’s wrong, says Web visibility consultant Stephen Gorgey.

“The online shopper behaves very differently from the way that same person might act when visiting a store or flipping through a catalog,” says Gorgey, president of Strategic Internet Consulting. “Today most shoppers use Internet search engines like Google, Overture or Yahoo to find sites selling what they are looking for. You have 10 seconds or less to catch and hold their attention, or they will hit the ‘back’

Gorgey, who is exhibiting at Booth **1052** at the DMA 86th Annual Conference & Exhibition, advises online marketers in techniques to attract more shoppers and convert them to buyers.

If a site is designed so search engines sends shoppers to a site’s home page, in the hope that they will navigate through several layers of information to find the item they seek, results are virtually certain to be dismal, Gorgey says.

“A shopper looking for left-handed monkey wrenches should land on a page whose headline proclaims, ‘Left Handed Monkey Wrenches,’” Gorgey says. “Creating customized landing pages is a simple but powerful technique for keeping shoppers’ fingers away from the ‘back’ button and moving them toward a purchase.”

Strategic Internet Consulting (www.TargetLogics.com), based in Glendale, California, provides website profitability analysis and enhancement to online marketing companies. The firm uses proprietary techniques to improve a site’s search engine visibility, and to maximize the likelihood that visitors will make a purchase. The company received a Golden Addy Award for its Internet marketing work, which during the last 12 months resulted in a 50% average increase in customer traffic to the sites of Strategic Internet Consulting clients.

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