

Do You Have a “Sticky” Website?

How long your traffic stays on your website is an indication of how interesting you have made your website. It is a measure of how “sticky” your website is.

It is always good idea to check the number of visitors coming to your site **and** how long they have stayed. How do you check this? You can use software designed specifically for this purpose or sometimes your hosting provider will give you access to the log files.

You can also add some code to your website and then use your Google Account to view your website traffic.

Visit Duration:

Here are some thoughts on how you could think of visitor duration. A site owner should spend some time and thought considering how long a person may typically spend on the site to accomplish the main goal of the site. Once this time period has been thought out then consider setting up a metric that measures how many people in absolute terms and what percent of website visitors stay on the site longer than this time period.

For example let’s say that the critical time duration for your site is 5 minutes. You would then track the number of visitors and the percentage of visitors that stay on the site more than 5 minutes. If you were to take action to keep more people on the site longer then you could track your success.

You may also want to establish a metric for the **average** time someone spends on your site. If you then did something to keep people on the site longer then you would have a handy metric to observe your progress.

Therefore three key items to monitor might be:

- Website visitors that stay more than the critical time
- Percent of visitors that stay more than the critical time
- Average time on site

Another item to track would be the **most visited pages**. To track this metric lets you know how many visitors have come to certain pages and therefore which pages are the most popular. This is where it gets interesting. You should examine these pages carefully and then determine why these pages are attracting the most visitors and you should be able to determine key factors that are attracting people to these pages.

Once you know which pages are attracting visitors you can then work on getting more of your pages to be sticky and compel surfers to visit them.

The longer your visitors stay the more chance there is of them taking the next step whether the next step is to forward your site to a friend, subscribe to your newsletter, buy something or call you on the telephone.

Also, be aware that **Google** also tracks how long visitors are spending at your site. Again it is a quality check as far as they are concerned. When Googlebots bring information back to the Database about a website being visited and people are staying longer, they can naturally assume the standard of that website is high.

If you maintain high standards and deliver a quality sites then visitors spend more time on your site and Google's customers (your visitors) are most likely being serviced well and that makes Google happy. This will earn you a higher Page Rank.

Encourage a longer stay:

We can therefore be confident that the longer your visitors stay on your site the better it is. Now how to encourage them to stay? Have you ever read a book that you just could not put down? Well your website must have that same effect on your visitors. They will not want to leave until they have devoured every word of your content. Your website should create a mood that makes people either sign up for your newsletter and become your lead or go on to your sales page and buy your products or services.

Below are some suggestions that will help you to define some ideas to keep people on your site longer.

Compel Them to Stay:

Make your site an irresistible. Build a sticky website that draws your visitor in and makes them feel welcome. Make your site fun and interesting. Here are some keys to doing this:

- Provide Interesting and informative content.
- Tell stories, anecdotes, or news about your area or about your industry.
- Set up a survey or a questionnaire about your industry and then provide the answers on an informative page on your website.
- Make sure your navigation is user friendly and provide multiple ways to move around your site.
- Use video content as this is an easy way to teach a visitor about what you do and why your site is important to them. Video content should also be entertaining and do not make it too long.

Try some of these ways to make your visitors want to stay at your site. Use all the resources you have and provide great informative content that will pre sell your visitors. Provide good products, services and information and watch your visitors convert to your loyal customers because you have made your website irresistible to them.