

Customer Retention:
How to make your site interesting to
retain visitors and users engaged



– By Valeria Lo Iacono of [SEO and Italian Translations](http://www.seoanditaliantranslations.com) for
<http://www.promarketingonline.com>

You will be holding an exhibition in the coming months or following year and you are very keen to build up your mailing list. So how can you build up your subscribers list online to help with visitor numbers so that your exhibition stand is the most popular at the show? How can you use your company's website to capture people and keep them.

We know how important it has become to have a good content, rich of relevant text and information for search engines to consider listing your site. Now, the content is also very important to keep the visitors browsing your site and end up buying your products or services.

The site's content must be interesting and relevant. Even if a user browses your site just to read the content, it might be that in the future they might be more inclined to purchase from you, rather than from somebody else. The graphics are also important, because the website must convey an appropriate image of you products and company, but good images without an interesting text are worthless in this case.

Avoid 'under construction' pages or inactive links; keep your website tidy, or the site and your company will look unprofessional. The bad impression it creates is the same as having a cluttered or unfinished shop window; your website is your virtual shop window and it creates a first impression, which lasts forever in the viewer's mind. Also, use flash and moving text sparingly (or avoid it altogether). Too many moving pictures confuse the viewer and are tiring on the eyes.

The choice of the site's name is important as well, for the same reasons as you would be careful to choose a good and catching name for your company. Make sure that your contact details are always visible and clear on every page. This notion will never be stressed enough, because there is no point in having an interesting and compelling website, easy to find in search engines, if then people cannot contact you.

As for other sectors of marketing, word of mouth is important also in getting your site known. In cyberspace, some equivalents of social gatherings that have people exchanging ideas are blogs, forums, chat groups and RSS. Make sure you use these tools to your advantage to promote your site. Having [blogs](#) [RSS](#) linked to your site also keeps its content fresh.

Remember that marketing your website is only a part of your general marketing strategy and also that ads on 'traditional media' such as papers, magazines, TV, radio etc can also help make not only your products, but also your website known.