It takes about 50 milliseconds (0.05 seconds) for users to form an opinion about your website!

What Is Attention Span and how it works?

Attention span is the length of time during which one (such as an individual or a group) is able to concentrate or remain interested.
Our attention span depends on both internal and external factors.

Internal factors are aspects like genetics and human biology, while external factors are social elements that we chose to focus on or adapt to.

That said; the main issue

isn't the user's attention span shrinking, it's the rise in available distractions, especially on a computer or smartphone.

Attention span is not an actual measure, it varies depending on the age and background of the individual. Cluelessly making your content briefer for every platform, as well as going into too much depth, shouldn't be your main goal as it won't do you any good. Your thoughts, meaning, and user intent play a huge role when we speak about attention span.

When people concentrate on what they're genuinely interested in, they're not going to be easily distracted. Long-form content is alive for as long as it's meaningful and engaging.

As popular as it is to say, "Don't judge a book by its cover," websites are subject to severe judgments that It's a simple issue.

Chances are that there are several search results for any particular search query that match the needs of the user.

The consumption of long-form material is rising.

This first impression depends on several factors: form, colors, spacing, symmetry, text quantity, fonts, and more.

In fact; 75% of consumers make decisions on the reputation of a business based on the overall design of their website!

Visual appeal matters. A lot. Don't try to save money on design, ever.

in just milliseconds, people shape their opinion about your website.

The first second on your website will matter more than all the seconds that follow. Make sure you make a perfect first impression for a second.

Here's How to make a great first impression with visual design!

1. Differentiate your design from competitors
   Are you chic, silly, clever, smart, classical or something? How different are you from the competition? Do you express this through typography, photos, and design on your website?
   You should convey a specific brand identity without being so innovative that you can confuse or bug users.

2. Keep Designs Simple and Familiar Google researchers say that two design factors work very well together make a successful impression.
   Visual complexity—how complicated the visual design of a website looks like.
   Prototyping—how representative a design looks for a certain group of websites
   They noticed that users heavily supported websites that seemed to have low complexity and high prototyping—in other words, websites that appeared easy to use and looked similar to other websites they are familiar with.

3. Know how to define the first impression by following the eyes
   Knowing this pattern makes it essential that these elements be well designed and clear on your website.

- Logo: 6.48 seconds
- Navigation Menu: 6.44 seconds
- Search box: Just over 6 seconds
- Site's main image: 5.94 seconds
- Written content: 5.59 seconds
- Footer: 5.25 seconds

There are non-user-friendly website elements that test people's patience, like:

- Slow loading pages
- Long brick walls of text
- Display ads and banners
- Having to click through many pages to reach what you're looking for (high click depth)
- Broken images and links
- Pop ups and extra-large images

Blog Post 2

Top Marketing FAQs every marketer should know!

What is Digital Marketing?

Digital advertising is a type of marketing and advertising in which messages are delivered to the intended audience via the internet. Online advertising, web advertising, internet marketing, and other terms are also used to describe digital advertising.

The advertising delivered through digital channels, such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products. In fact; 48% of consumers start their inquiries on search engines, while 33% look to brand websites and 26% search within mobile applications.

Would my company benefit from digital marketing?

Digital marketing has the power to completely change the way you reach out to and engage your customers.

Imagine you developed a product brochure and distributed it to people as offline material. Is it enough convenient? The problem is that you have no idea how many people went through it or, in the worst-case scenario, how many people threw it away! Start promoting your visually impactful content on social media once you've developed it.

Everything is being tracked; every click, interaction, page view, action, purchase which make it easier for advertisers to measure the success of their campaign and optimize.

You can monitor how many people viewed your marketing content using digital marketing. Then, using forms, you can obtain the contact information of those who download it. When people download it, you're also creating eligible leads. You will raise visibility with a strong lead nurturing approach.

Don't forget that one of the most main advantages of digital marketing is that it is the most cost-effective method of marketing the business.

What is SEO?

SEO stands for 'Search Engine Optimization'. It is the practice of optimizing the web pages so that they appear high in Google or other search engine results. SEO focuses on increasing rankings in organic – or unpaid – search results. If you have a website and want to boost traffic, it should be a part of your marketing plan.

Search engine optimization is one of the most powerful and long-term methods of growing your online presence. Rather than seeing SEO as something to "correct" after you've generated content, keep it at the top of the priority list from the start.

By starting with best practices, you'll be able to produce interesting, relevant content that potential customers want (or need) to read. The search engines would then be delighted to bring you in front of a wider audience.

What are keywords?

Keywords are concepts and themes that describe the true meaning of your content. They are the words and phrases that searchers enter into search engines, also known as "search queries" in SEO.

A search query or search term is the actual word or string of words entered into the search box by a search engine user. A search query can be thought of as the real-world application of a keyword – it may be misspelled, out of order, or have other words tacked on to it, or it may be identical to the keyword.

Keywords are what we target as search marketers.

We target these abstractions in SEO by optimizing on-page content (using keywords in URLs, title tags, body copy, image file names, meta descriptions, and so on), building inbound links with keywords in anchor text, and so on.

These are your primary keywords if you simplify everything on your website — all the photographs, video, copy, and so on —down to simple words and phrases, those are your primary keywords.

As a website owner and content developer, you want the keywords on your page to be important to what people are looking for so they can find your content in the results.

Keywords are as much about your audience as they are about your content, since you might explain what you deliver in a slightly different way than other people do. To build content that ranks well organically and attracts traffic to your site, you must first understand the needs of those visitors — the language they use and the type of content they pursue.

Do I need a Blog?

A blog, in addition to your company website, is an excellent platform for keeping your audience up to date on your projects. While a website may be more realistic in content and sound, a blog helps you to communicate with consumers and share updates in a way that reveals who you are, not just what you do.

Consider your blog to be a direct contact channel. It's a place to chat about your goods and services in depth, share timely content, and comment on related industry developments in a way that allows your brand personality to shine.

Blogs are the ideal platform for boosting your SEO strategy. By producing new and well-written articles that include long-tail keywords, photos, and videos, your company will improve its chances of generating traffic and converting leads.

Which social media channels should my business be using?

4. Facebook

Facebook also has significant search engine features. According to Search Engine Watch, more than 1.5 billion searches for local companies, services, and goods are offered on Facebook every day. That equates to roughly 40% of all Google searches, which is very important. Since Facebook is used by a large portion of your target audience, your brand should have a presence there.

2. YouTube

Today, video content is crucial for reaching customers.

Since Google owns YouTube, it is an essential social network to be a part of if you want your company to rank high in search results. You may use YouTube to make videos for the following purposes:

- Visually distribute blog material.
- Effectively convey an emotionally charged message.
- Produce product-explanation videos.
- Land in Google and YouTube search results for people looking for specific words.
- Use videos in your blog posts to keep readers interested.

3. Instagram

Instagram is all about the visuals. Although Instagram images and videos can be captioned, it is the visual that draws users in and compels them to read a description.

However, even brands that do not sell a physical product, such as a consulting firm or a technology service, can communicate with consumers on Instagram. Instagram is an outstanding forum for:

- Demonstrate the business community and team members.
- Showcase images and videos from company-sponsored activities.
- Distribute motivational quotes.
- Repost content from other users to promote relationships.

4. Twitter

Twitter is more than just a hangout for traditional news journalists. Twitter is also used by influencers and writers. Unlike Facebook, where you cannot message a person from your business page unless they have first contacted you, you can communicate directly with Twitter users through direct messaging. As a result, Twitter is a powerful tool for engaging with influencers who can cover your brand in the press, on blogs, on TV, and in their Twitter feeds, sharing it with their followers.

5. LinkedIn

Business owners should certainly have a personal profile on LinkedIn. There are over 610 million LinkedIn users in over 200 countries and territories worldwide. LinkedIn is essential for making new professional connections, especially around the world.

You may also build a company profile on LinkedIn, which has the following advantages:

- On your profile, you can post news and updates.
- Users on LinkedIn will follow your page to receive daily updates.
- A LinkedIn page is a good search result for your business.

It's important to note that you're more likely to succeed if you choose one or a few to which you can devote time and really communicate with their audiences, rather than spreading your brand through multiple platforms and sharing the same types of messages without engaging with the users.

Being an active participant in social media is important for success.

Don't simply post brand messages. Comment on and share user content, respond to comments on your website, and consider using channels to create relationships.