

Information on the Internet is vast. What is important to a business is to stop that surfing when a potential client lands on your page.

Two things to remember:

1. People will not stay on a boring, drab looking site. It doesn't catch their attention and engage them and
2. People will not stay on a site where they are forced to waste their precious time reading paragraph after paragraph of text.

Grab their attention quickly, give information easily, and make it fun for them!

## **ENCHANCING WITH VIDEO**

A customer recently came to us needing our help with keeping visitors on their website for long enough to become interested in contacting them for further information or a sale. We visited the site to discover that its content was mostly text. There was very little color or eye-catching graphics. Other than the gray menu buttons and generic logo there was black text on a white background.

## **THEY NEEDED HELP!**

Upstate Digital Solutions incorporated the company's branding (colors, fonts, etc..) over to their website in the form of buttons, background color/image, and the format of the page's text. Some of the text was replaced with engaging images. This gave the same information as the text once did, but in a more pleasing and enticing way.

Video was added to welcome visitors and showcase the company's services. In the video some of the current customers were included to not only give the website visitors that warm personal feeling, but also to show how much the current customers enjoyed the company's services.

## **SUCCESSFUL RESULTS!**

Due to these improvements visitor engagement increased and, as a result, so did the company's revenue.