

Start: 9:00am

End: 10:00am

Digital Media Bootcamp

WEEK 1

03/30/20 Preparing for your New Normal: TAG MultiMedia
03/31/20 Organizing Your Digital Assets: TAG MultiMedia
04/01/20 Value Video for the Do-It-Yourselfer: Killer Creations
04/02/20 Taking Your Name Back: Rev Local
04/03/20 The Psychology of Website Content: Brilliant Blue Designs

WEEK 2

04/06/20 Lead Generation: Your Ideal Client: TAG MultiMedia
04/07/20 Stay-at-Home Digital Security: Mr. Tech Medic
04/08/20 The New Selling Cadence: Sandler Training
04/09/20 Easy Ways to Transact Online: Clearant
04/10/20 Podcasting for First Timers: JAG in Detroit

WEEK 3

04/13/20 Import/Export: Data Can Travel: Decypher
04/14/20 Social Media: Scheduling vs. Posting:
Motor City Beer Tours
04/15/20 Your Website and the User Experience:
Heather Boddy Designs
04/16/20 Media Humor: It's All About "Me"mes!
Such Great Heights Marketing
04/17/20 The New Age of Digital Customer Service: TAG MultiMedia

To get involved, send your contact information to:
Info@TAGMultiMedia.net to get your Free Bootcamp Link

TAG
MULTIMEDIA



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Back: Rev Local

04/03/20
The Psychology of Website Content:
Brilliant Blue Designs



TAG
MULTIMEDIA





The Psychology of Website Content

04/03/2020: Brilliant Blue Designs

The Psychology of Website Content



2505 Hilton Road, Ferndale, MI 48220

Jamie Thomson PsyD,
Owner & Brand Designer

(321) 474-4830

jamie@brilliantbluedesigns.com

<https://brilliantblue.design>

Friday: 04/03/2020

Digital Instructor: Jamie Thomson, Owner
Brilliant Blue Designs



What do most of us want our websites to accomplish?

1. Establish trust and confidence in order to
2. Convert browsers into customers

So the biggest question we need to answer today is, how do we get the person who clicks on our website to go from merely **curious** to **motivated**?

The Psychology of Website Content



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Maslow's hierarchy of needs, offers a good framework to look at while thinking about the big picture of the psychology of your website content and how to build trust with your potential website customer in order to turn them into a paying customer. His pyramid states we need our bottom needs met before we can strive for the top.



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Physiological needs:

Making sure basic **physical needs** are met by:

- Make sure your website content is accessible.
- Alt tags on photographs for screen readers.
- Organization of material so it makes sense and reads easily. (see the definition of “hierarchy” 😊)
- “Chunk” information so it can be processed quickly and easily.
- Tell what you do and what you offer within the first paragraph. (Assume your reader **needs** to be informed immediately). Use the space "above the fold" wisely.

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Safety Needs:

Building **trust** by:

- Clear privacy policies and disclaimers
- Speaking in an authentic voice
- Using photos of yourself and your place of business instead of stock photos whenever possible.
- Clearly showing where and how to contact you – and repeating this often if possible
- Connecting your website content with your social channels
- Consistently branding (yes, this is visual, but also in content voice).

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Affiliation (Love & Belonging)

Building **connection and belonging** by:

- Speaking to what you can offer the customer, not always how special *you* are (this is a fine line, you want to shine your light, of course, but the hero of your story should actually be your potential customer, with you being the coach or the mentor – think Yoda to Luke. Yoda is still incredibly powerful, but it was Luke's story).
- Photos of yourself, your team, events showing connections and possibilities of connecting.
- Content that discloses personal details that you are comfortable sharing - that allows the reader to connect with you in a meaningful way. -- as is appropriate to your profession --

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Esteem Needs:

Building a **sense of respect and recognition** of your potential customer by:

- Sharing testimonials from other customers who think your and your business is fabulous- and sharing how fabulous those customers are if you are inclined
- Writing in a clear, simple style that does not talk down to your reader. Have proofreaders- within and outside your field to catch if your content is too heavy in jargon or too casual.
- Minimum of site frustrations (ads, pop-ups, confusing layouts) – the clearer the design and the more intuitive the layout, the more free the customer will feel to stay, and the more respected they will feel as a consumer.

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Self-Actualization Needs:

Challenge your customers to **take the next step:**

- Have one clear call to action per page and stick to it
- Make sure your buttons support that call with something more than “click here” (that’s not very inspiring, and really not all that clear, when you get down to it). Ask me for examples.
- Challenge your customers to want more, to want to perform better, to want to improve – because that’s what you are offering, isn’t it? If your content is simply offering them exactly what they have, what really motivates them to contact you?

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For More Information:

- An example of a clarifying interview (no need to fill it out, the questions are designed to get you thinking about how you would like your business to look, sound, and feel to consumers- I do use it as an intake) <https://www.brilliantbluedesigns.com/contact/book-services/>
- More on Call to Action and button text:
 - <https://blog.hubspot.com/marketing/call-to-action-examples>
 - <https://www.wordstream.com/blog/ws/2015/02/20/call-to-action-buttons>
 - <https://www.bluefountainmedia.com/blog/best-call-to-action-buttons>