THEME: PSYCHOLOGY OF AN INTERNET CUSTOMER

OBJECTIVE

Show business owners how to project the desired image and generate more business from their websites by teaching them how internet users think while browsing a website.

CLASS SUMMARY

Successful website marketing requires that you understand the internet user. Websites that are designed for the wrong medium will fail to captivate customers. When persons use the internet, their brain processes information differently from when they read a printed publication. For example, eye movement patterns change and patience decreases. This course will outline how to convert more website users into customers by understanding these psychological changes.

MAIN POINTS

1. INTRO: The Psychology of an Internet User is Different Than any Other Media (10 minutes)
   a. Successful website design must take into account these differences. (5 minutes)
   b. We will consider the solution to each problem. (5 minutes)
2. Main Points (1.5 hours)
   a. Patience is shorter. (30 minutes)
   b. Customers don't trust websites. (30 minutes)
   c. Customers are looking for specific information. (30 minutes)
3. CONCLUSION: Review main points (20 minutes)
4. Q & A

CLASS FORMAT

This class will be delivered as a classroom course at Bellevue Community College and as an interactive WebEx presentation. Participation is encouraged and attendees are asked to share their opinions with the class. An agenda, PowerPoint deck, and class handout will be distributed to class attendees shortly before the presentation.

CLASS LENGTH: 2 HOURS

DELIVERY MECHANISM: CLASSROOM OR ONLINE WEBEX

MAXIMUM ATTENDEES: 15 FOR CLASSROOM | 30 FOR ONLINE