

The importance of being seamless: From marketing to website in 3 easy steps

A lot is written about online marketing, whether it is search engine marketing, social media or viral videos. A lot is also written about on-site factors - design, usability, conversion optimisation and so on. But, maybe more should be written about the journey that a user must make from the marketing they interact with to the final destination: the conversion page on the website.

By [Joseph C. Lawrence](#) 25 May 2010

This journey must be as seamless as possible, lubricated with carefully strategised copy and design. The more seamless the journey, the higher the conversion rates.

Step 1: The Arena

Marketing materials have to exist somewhere. When online, they must exist, for example, on a search engine results page on Facebook, or in a viral video. Every arena has different qualities, and the people in the arenas are in different frames of mind.

A person using a search engine is actively looking for something specific. Someone viewing a viral video is in recreational mode, expecting to be amused, and happy to flit from site-to-site. Advertising needs to fit well with the arena it is being displayed in. The act of viewing and absorbing a certain marketing message must be seamless for users in any given arena.

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ABOUT THE AUTHOR

Joseph C. Lawrence has had lots of thoughts for a while now about the way in which evolutionary and cognitive psychology can help us improve the way we experience the web. Understanding the way our minds work and process information can give us amazing insights about web design, web marketing, and web commerce. He's had these thoughts for a while, but feels like a beginner at putting them into practice. He aspires to be a great designer, User Interface boffin and web marketer all rolled into one. Unfortunately for him, his career to date has focused more on science than art, but he has had the good fortune to work at SA Camera, Cyberlink Software and Clicks2Customers where he has always been surrounded by excellent people and been challenged in interesting ways.

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