



Influencing with Integrity on the Internet

Genie Z. Laborde

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You can improve your Website's results by designing its pages to accommodate your visitors' perceptions, preferences, and communication processes. Keep them interested and make it easy for them to understand your message, and they tend to stay longer and respond favorably. Appropriately designed pages help do that.

According to one Internet expert, poor Web design cost e-businesses three billion dollars in lost sales in 1999. Web technology is a recent development, and the Internet has modified some people's behaviors to some extent. However, human nature has been essentially the same for thousands of years, and all of us still operate with the same communication processes humans have always used.

The time-tested principles still work, and they are essential to effective Web design - especially the 57 principles *Influencing with Integrity on the Internet* identifies. Using those principles, the 128-page book clearly explains and demonstrates 57 specific, easy-to-follow steps to designing a Web page most likely to engage your visitors' interest and impart your message in ways they can easily understand and respond to. Simple exercises guide you through the steps, and you can see each step illustrated on a picture of an actual Web page.

For readers who want in-depth explanations of the principles, the book has an extensive bibliography of key references in advertising, anatomy, physiology and neurology, brain skills, business, color and type, creativity, graphics, linguistics, marketing, negotiation, neurolinguistics, philosophy, psychology, sales, sociology, systems theory, and training and development.

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