

USING VISUAL IMPACT TO CAPTIVATE YOUR TARGET AUDIENCE

By Naren Arulrajah with Vikas Vij

The visual aspects of your veterinary website potentially may hold greater influence on a new visitor to your site than the written content. It is not just about grabbing the attention or arousing the curiosity of a visitor. It is more about impacting their thought processes favorably and getting them to take desirable action.

Directing Attention

The average online visitor is used to the idea of seeing very effective visuals, and if your website does not offer them the same visual experience, it can impair their engagement with your site more than anything else. A picture or a video can say more than a thousand words, and it can help the site visitor understand your core message far more effectively.

Therefore, a key part of your website design and content strategy should be to direct the visual attention of your target audience to those areas of your website that you want them to notice. Visual cueing is one of the important aspects of visual attention.

Visual Cueing

Visualizers often use visual cueing as a strategy to direct the visitors' gazes in the desired areas. This can be achieved by using attractive colors or textual directors, but perhaps the most effective way is to use shapes. The arrow is the most popular and time-tested shape when it comes to visual cueing.

The "arrow" could be an actual arrow, or simply a triangle shape designed to provide direction. Sometimes adding simple arrows or triangles in images and graphics on your site can result in a substantial jump in the number of visitors scrolling down to the bottom of your veterinary webpage.

More importantly, such visitors who spend more time over the webpage and view the areas that you want them to see will have a higher chance of getting converted or taking action that you want them to. Therefore, maintaining and directing the visual attention of your website readers is going to pay off considerably over time.

Greater Credibility

When choosing images for your website, you should try to include those that include real people. These people could be patients (furry or feathered), doctors, staff members or others associated with your practice. Adding such images will improve the credibility of your website and provide it with a stronger personality.

About the Author:

Naren Arulrajah is President and CEO of Ekwa Marketing, a complete Internet marketing company which focuses on SEO, social media, marketing education and the online reputations of Veterinarians/Practice Owners. With a team of 140+ full time marketers, www.ekwa.com helps practice owners who know where they want to go get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call 855 598-3320 to speak one-on-one with Naren.