The 5 Musts to Pass
The 5 Second Test

BRIGHT ORANGE THREAD

62% of B2B home pages fail to make a good first impression.

The 5 Second Test will save your page from becoming a statistic.

62%
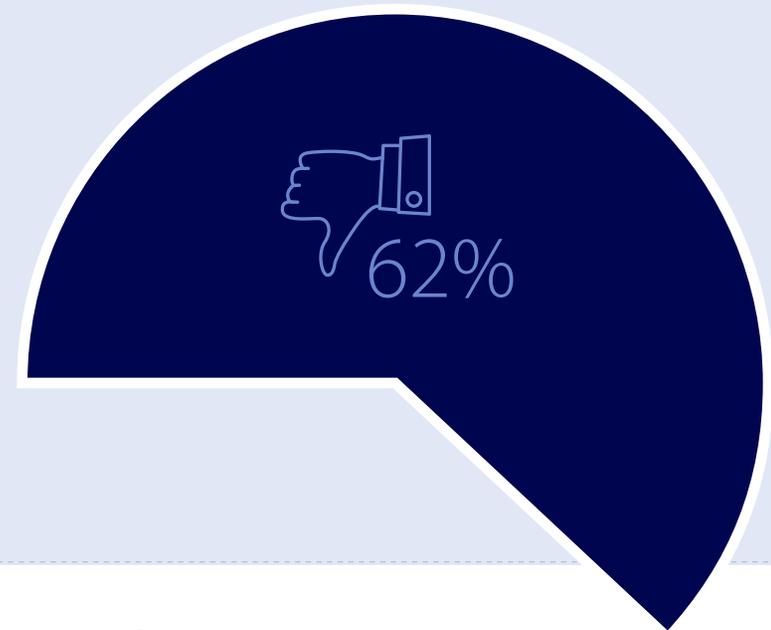
Surviving Snap Judgments

Web page visitors make snap judgements on whether to stay or go. People don't want to waste time navigating a poorly designed, frustrating-to-use site. There are plenty of other options they can check out from their search results. If your webpage can survive the snap judgement, your website has a chance to convert the lead.

Patience is Short

"I'd give it another couple of seconds, but I'm not seeing the value prop."
- subject commentary

"Read for a bit more.. Short leash though."
- subject commentary

"After another 5 secs if I don't find my info, I'd close the window."
- subject commentary

Skip to more refreshingly honest comments

Inside You'll Find:

About The 5 Second Test

The 5 Second Test makes a qualitative assessment of whether a home or landing page is sticky. Stickiness is anything about a web site that encourages visitors to stay longer. Subjects spent 5 seconds looking at each home page, then answered 3 questions about relevance, first impressions and stickiness. At least 2 of these 3 criteria must be met in order to pass the test.

Why The 5 Second Test

It's hard to be objective about your own web page. You know yourself too well. You helped create the site and you can't possibly look at it for the first time ever again! That's why we created this quick test for the average 'Joe' (B2B prospect :-). The 5 Second Test measures out which home pages survive the snap judgement, and why. From **data mining 2000+ responses**, we have uncovered reasons why people stay or leave.

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Results from The 5 Second Test

We tested home pages of 37 B2B companies with annual revenue ranging from $5 million to $100 million and tabulated 2220 independent responses from test subjects. Here's how their home pages are performing:

Is your first impression good or bad?
Only 38% of home pages made a good first impression. Bad First Impressions indicate poor design.

GOOD	BAD

Is this home page relevant to your search?
Relevance confirms the user has found the right content. Subjects found 60% of home pages to be relevant.

| RELEVANT	NO

Would you keep reading?
62% of home pages enticed subjects to keep reading.

No subject indicated they would keep reading if the home page made a bad first impression AND was irrelevant. If your page passes one of the two, people might keep reading, but you are on a short leash. If you pass both then you've got their attention and maybe their business!

KEEP READING	NO

Overall, 65% of home pages passed The 5 Second Test

Not terrible, but not good. 81% of B2B home pages have room for improvement.

18.9%
perfect score
you've got their full attention

35.1%
failed
they're exiting

45.9%
passed
short leash
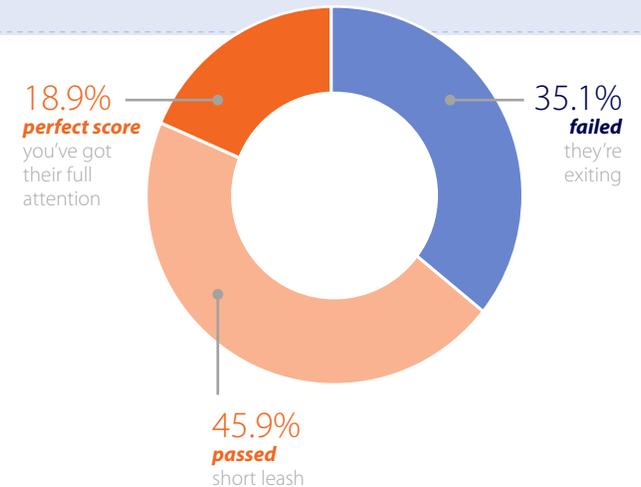
Now that you know how home pages are performing, we'd like to show you why some pages fail and why some pages pass. With these insights, you can get a leg up on the mediocre B2B pages out there.
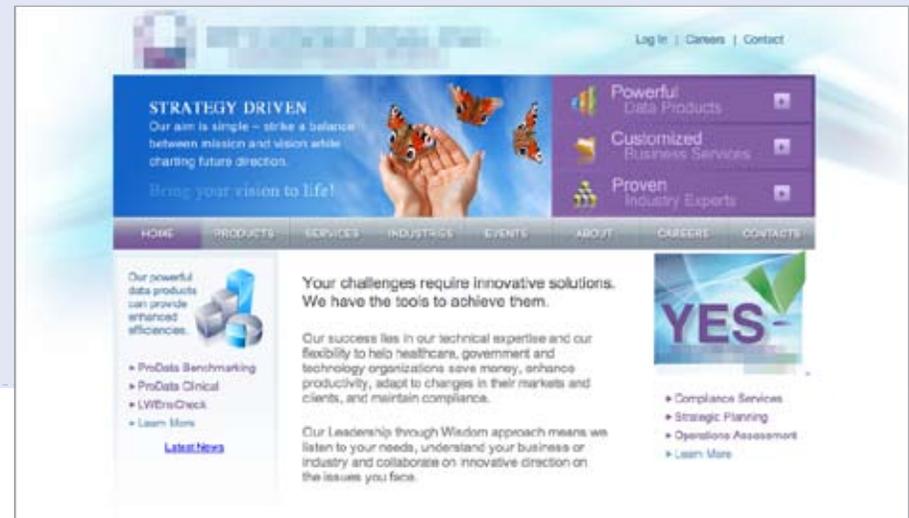
5 Musts to Help Your Page Pass the Test

From the **2220 responses**, we've identified the most common home page blunders and we'll teach you how to fix them.

Read what people had to say about particular home pages. Find out what works and what doesn't.

These insights will help you improve your page and survive the snap judgement.
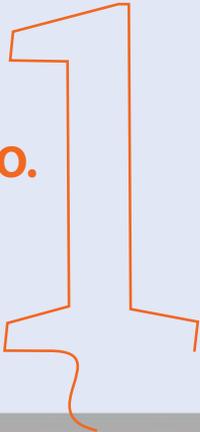

"I like butterflies, but I don't know what they have to do with health care."
- *subject commentary*

"Looks a little hippie for health care."
- *subject commentary*

"It looks like a ton of other sites I've seen."
- *subject commentary*

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Look the part

MUST NO. 1

Selling tractors looks different than selling scarves or accounting software. Visually, your site should reflect your industry, communicate professionalism, and assure users your homepage is not a bogus result. A well designed page uses organization, font style, imagery, and more to evoke an immediately positive, trusting response from users.

Here's a home page that didn't look the part. This emo hipster looks like she works at a tattoo parlor, not a bank. Enough about what we think, here's what other people had to say:

"Looks too 'hip' to be a bank."

"Bad, why the angry woman? Has she used the bank and became upset?"

"It looked a bit sleazy."

Here's a home page that scored well on The 5 Second Test. The page looks professional, trustworthy and matches users' expectations when they visit a moving company website.

"Looks like movers made the site, like they focus on moving and not on branding/marketing. Regular joe."

"Good, clean well laid out and right to the point."

"Yes it is relevant as I can see in the main navigation what I was looking for."

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Clearly state what you do

MUST NO. 2

A clear, concise statement about what you do will quickly confirm the user has landed on a relevant website. If people don't find the content they're looking for, they're exiting.

The Jeopardy theme song practically starts playing as soon as a prospect lands on your home page. The following home page doesn't clearly state what they do and received a lot of impatient comments:

Here's a home page that clearly communicates what they do.

"Had no idea it was for advertising."

"Nothing on that image told me what this site was about."

"I don't know what services you provide."

"Feel very empty and unclear of what the company actually does."

"Definitely clear & concise. Looks like a viable solution, invites me to explore."

"It definitely advertises what I searched for."

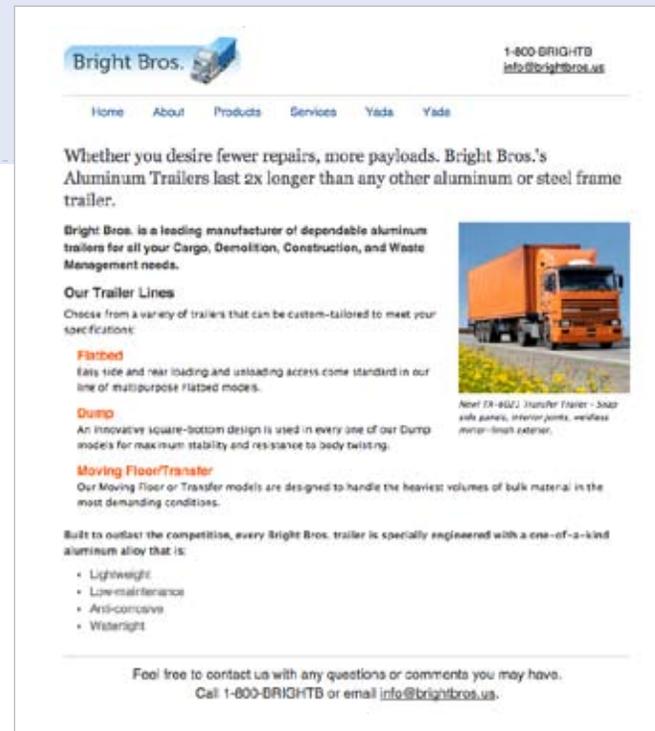"Keeping reading looking for prices and products."

"Ok... seems to be what I'm looking for."

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Chunkify

MUST NO. 3

Effective website content is chunkified to enhance scannability and help users find the important message. On the web, we tend to quickly skim content in an "F" shaped pattern – focusing more attention up top, then moving our eyes to "anchors" in the text that help us understand the main points.

Encountering a cluttered homepage or long paragraphs of text is like hitting a brick wall. Users won't take the time to decipher it. Here's what people are saying about cluttered websites:

"Very busy and I didn't know where to look."

"Kind of busy relative to most home pages I see these days."

"The amount of text was intimidating."

"Bad - a lot of information; reading lines are too long. I had difficulty figuring out where to start."

Help users scan and understand page content.

Chunkify pages with:
  • a page heading
  • paragraph headings
  • short paragraphs and
  • short lists.

On mobile devices especially, short paragraphs are important in helping users read quickly.

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MUST NO. 4

Avoid Stock Photos.
Use info-carrying images

Cliché stock photography makes your site look mundane and does not differentiate you from the crowd. Research shows users often completely overlook images they think are irrelevant.

While this strapping young businessman might look trustworthy, his picture has nothing to do with efficient engineering. For all we know, he failed out of engineering school and started modeling for stock photographers.

Instead, use information-carrying images that add value to your page's design or supplement content. Here's a good example:

"Stock image seems to contrived."

"Kind of bad - the big picture of the person captured my attention and I did not know where to look to see what the page was about - too many"

"I don't know what services you provide."

"Close as fast as I can... I'm allergic to stock art."

"Keep reading since it was obvious what the site offers."

"Looks like a place to buy a pool."

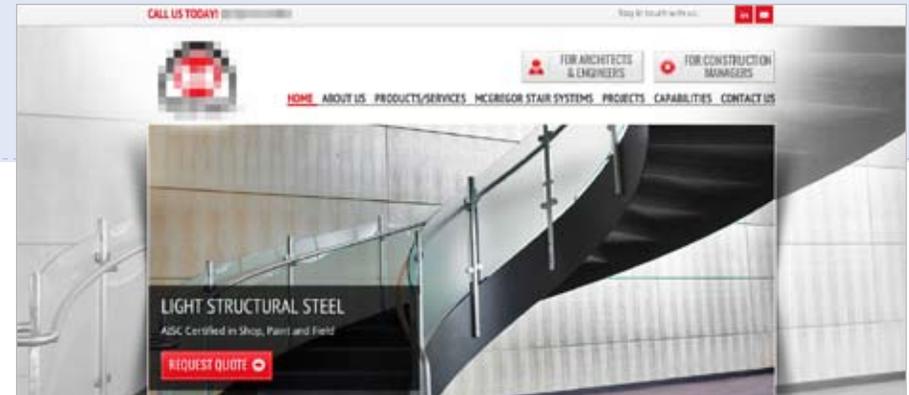"Good. The image conveys that you have what I'm looking for."

"Looks like a place to buy a pool."

Be current

MUST NO. 5

What "current" means on the web is constantly in flux, but an out-of-date website can communicate your company is not "with" the times. Make your site more adaptable to constant change by implementing modern design styles and following usability best practices.

Bland color schemes, lackluster visuals and dated layouts turned people off:

Today, current means your site should be: mobile ready , contemporary design up-to-date content , modern UX patterns , 1-2 minute videos are trending. Here's a home page that's current:

"Bad - looks really dated."

"Not good. old fashioned website design."

"Looks old and not interesting enough to stay on."

"My impression is that this firm may be a bit dated, not in a solid 'established' way"

"It looks clean, like they'd be good at explaining the basics, even difficult things in an easy way."

"Good, clean, well laid out and right to the point."

"Keep reading. It looks sleek, up to date with common web practices."

Take *The 5 Second Test* and find out if your web page survives the snap judgement

Hopefully you've identified one or two things to improve on your page (and maybe you already drafted an email to your web developer). What you don't have is that outside perspective: snap judgements from real people who have never seen your page before.

How confident are you about your home page? **Put it to the test:**

1. See if you pass *The 5 Second Test*
2. Receive 60 insights from 20 real subjects to identify how your page can be improved
3. Gain research-backed suggestions to help your web page survive the snap judgement

Take *The 5 Second Test* Today

http://bit.ly/12o8Du2

Still not sure if the test is right for you?
Call us at 302-250-2339 or email at
info@brightorangethread.com for a free consultation.