

As businesses increasingly rely upon the internet to market products and services, “positive interactivity” of a site is critical. The level of interactivity of your website makes your site more attractive and appealing to shoppers and influences the user’s positive relationship, which also influences repeat purchase behavior. To understand what “positive interactivity” is, it is first important to understand what affects the user’s perception of a website’s interactivity.

A recent research study suggests that when developing a professional business website, you should give consideration to personal communication, fast response time, and quick navigation.

In two experiments, the authors of *Determinants of Perceived Website Interactivity* “March 2008 AMA Journal of Marketing” examined users’ experiences visiting a fictitious web-based store. They found three areas that enhance the consumer’s perceptions of interactivity:

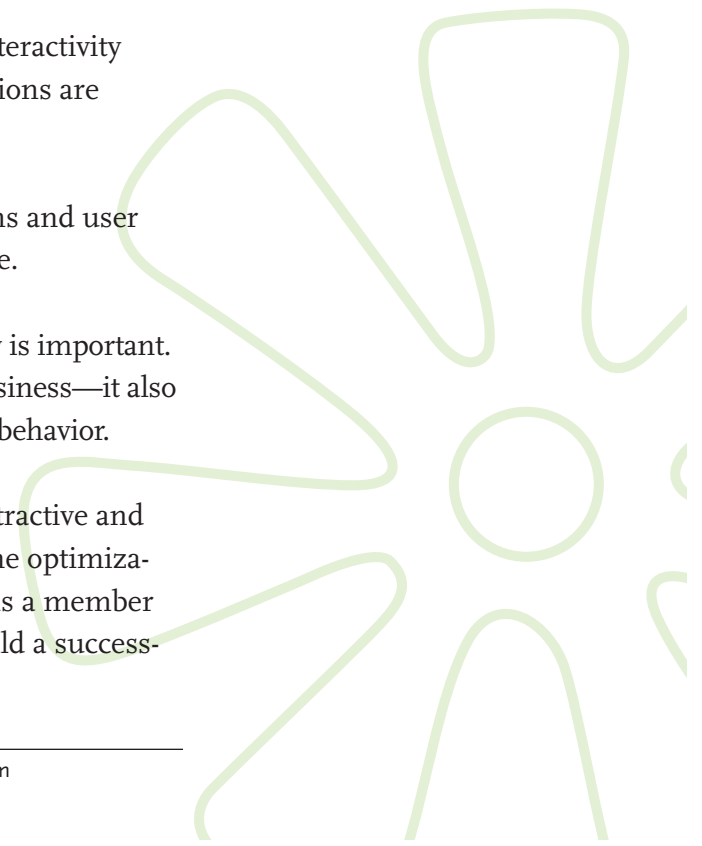
- * **Clear communication and instructions** are essential in minimizing the number of clicks required to find what customers are looking for.
- * Customers are more likely to be satisfied when the website’s **response time** is fast. Marketers should avoid adding large graphics or files that may slow down the site.
- * When customers receive **personalized messages**, their interactivity perceptions are greater. Be sure your future communications are personalized to their inquiry and use their name.

The presence of additional features such as chatting functions and user polls increase the positive attitude toward a particular website.

At ZoZo Group, we understand a website’s interactivity is important. It not only influences the customer’s image of the business—it also increases the likelihood of repeat customer purchase behavior.

We are professional internet marketers. We build custom, attractive and interactive websites. Our specialized training in search engine optimization (SEO) is applied to each website we build. ZoZo Group is a member of SEMPO and has the marketing experience to help you build a successful internet marketing campaign.

**ZoZo Minute
on
Website
Interactivity**





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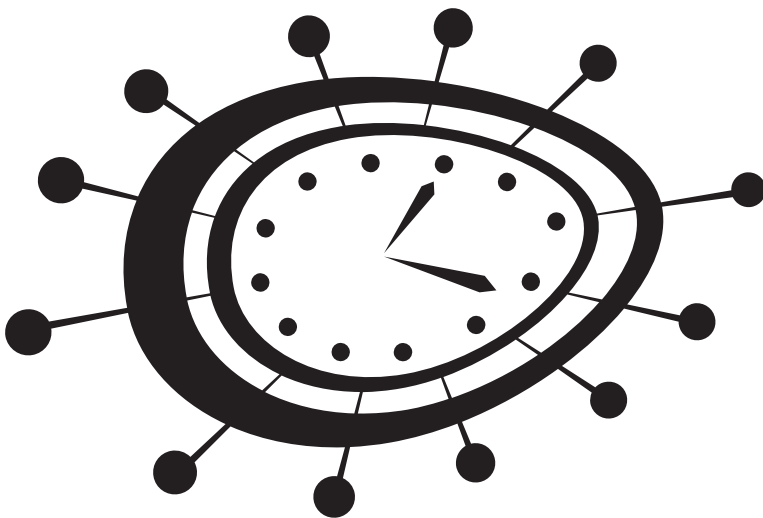


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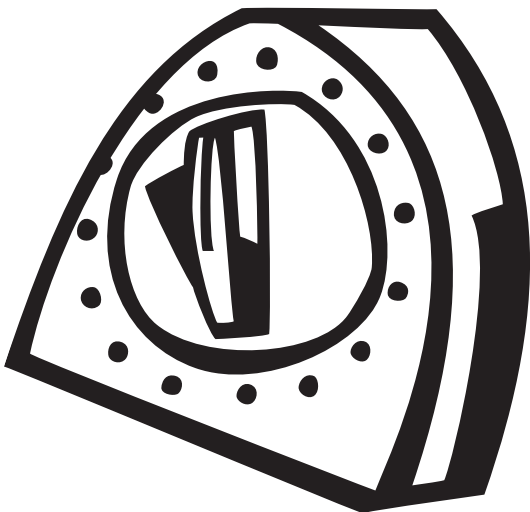


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