



STUDIOPRESS SITES

Building Relationships with Content: How Sticky Do You Feel?

by SONIA SIMONE

As you're launching your site and working on your content strategy, you'll probably want to think about how to make your site "sticky."

What does it mean to have a site that's sticky? It's a site that the visitor wants to stay with, rather than bouncing away to another solution to their problem.

"Sticky" sites keep visitors engaged with plenty to read, listen to, and do. They build your authority as a topic expert. When they're well designed, they can move visitors gradually, but steadily, toward the goals you have for your site.

And, last and least, the amount of time a visitor spends on your site is a signal of quality for Google and other search engines, which will help make your site easier to find on search.

I say "last and least" because making Google happy should come as a by-product of making your audience happy, rather than a primary goal.

First: Don't scare them off

Before I get into content as a strategy for "stickiness," let's talk about first impressions.

Unfortunately, sites with outdated or cluttered design create wariness in our visitors. They can seem fly-by-night or even shady.

Make your site inviting with professional design, clean navigation, and enough information so they can get oriented and understand what you do. Include

important elements visitors expect, like a solid About page and a way to get in touch with you.

Sites that are confusing tend not to be sticky — it's just too easy for visitors to click away to a better user experience.

You probably also want to avoid beating your visitors over the head with pushy or spammy-feeling messages to make a purchase right away. Better to invite them to settle in and learn something relevant to their interests first ... and then consider going further with what you have to offer.

Know your business purpose

It's a great idea to figure out just what you want to get out of your site.

Is your primary purpose to sell ads? To change people's minds about some important topic? To establish you as an authority in your topic? To sell services? To sell products?

When you know where you're going, it's easier to identify the right approach for your site and determine a "sticky strategy."

Build site value

The days of being able to compete with a single, low-interest page stuffed with keywords are long gone.

Today, in order for your site to earn visitor attention, you have to focus on delivering value. That means high-quality content on a predictable schedule.

You don't have to let this intimidate you. It's not always about creating "monster" posts that need huge amounts of time and energy.

If your content is:

- » Interesting
- » Relevant
- » Regular

... you'll do just fine.

Content processes and schedules

Content value doesn't just happen — it's the result of simple, robust processes that allow you to post something valuable on a regular schedule.

How often? Weekly is great, but it's not realistic for everyone. Publishing something useful every other week is workable for most of us, and allows enough time to research solid work. For most sites, you want to publish something new and interesting at least once a month.

The more often you can publish, the more quickly you'll build up that site value — but shallow, thin, or “fluffy” content isn't worth the time you spend on it.

Figure out how often you can reliably produce content that truly benefits your audience.

Rather than sitting down to a blank document each time you have a post due on your editorial calendar, adopt a process, where all of the steps are known and achievable.

Here are two you can use for your own site:

[7 Steps to Grow a Blog Post](#)

[A Simple Plan for Writing One Powerful Piece of Online Content per Week](#)

Paths to connection

As you're thinking about your regular posting schedule, consider how you can [craft paths that connect readers to you](#).

[Content series](#) are a great way to do that — you take one topic and offer multiple steps that walk the reader toward their goal.

These aren't necessarily strict “funnels” or sequences — they're just collections of related, relevant posts, connected by links, that lead your reader naturally through the steps to getting what they want.

Next steps beyond the site ...

While it's great to have a site that keeps a reader happily engaged, there comes a time when you probably want to give that reader an opportunity to take the relationship further.

You can do that with:

- » [Calls to action](#) to subscribe to your content, or even better, to an email list
- » Bonus content like checklists or tutorial videos that add value to your blog posts (these are often connected to an email opt-in)
- » [Email autoresponder sequences](#) that deliver focused "mini course" content
- » Offers to purchase introductory products like [ebooks](#) or short courses

With every page on your site, think about where you'd like that visitor to go next.

To some related content? To your email list? To a business relationship?

Make sure each page naturally leads to the next step along the path to a long and fruitful relationship with you. The more "sticky" paths you create, the quicker you'll get all the benefits of an authority-building website.
