



The 1 minute **FACTSHEET** about

ADCOCK
solutions

The science of **Better Websites**

*Introduce psychology to **maximise the impact & appeal of your web presence***

DID YOU KNOW?

When dealing with people, remember you are not dealing with computer literate creatures of logic, but with **creatures of emotion**, creatures motivated by **fight & flight**.

Using **white space** tells visitors you respect them & know **what's important** to them

Your fonts convey **masses of emotion** (good & bad) to visitors to your website

55% of visitors spend **less than 15** seconds on your website.

Spend more money on advertising to get better marketing ROI? **No**

5 BENEFITS

When we bring human psychology to your web presence, we add vital psychological levers to drive your online appeal, engagement & conversion:

1. Processing fluency– Simplify your site so that consumers prefer your brand by default
2. Paradox of choice – Make your website psychologically more implicitly engaging
3. Implicit appeal – Tap into sub-conscious needs & drivers of online consumers
4. Emotional alignment – Connect with consumers so they prefer your website
5. Wants into needs – Turn your site into an engaging oasis that converts visitors

WHAT NEXT?



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Get in touch!

"Let's have an informal chat about the future of your online presence"