



Top Ten Tip Sheet

What do women want?

1. Women want **clear, concise text** on your homepage and throughout your site. We are readers, we like words that work with pictures. The Internet is all about **convenience** for us. If we have to stop and think about what you're saying, we're a heartbeat away from clicking into a competitor's Web site.
2. Be creative with colors and images, as long as they work with the words on the page. A catalog is good, but don't overwhelm us with choices. Make shopping easy by placing the shopping cart, and your contact information, in the "prime real estate" section of your page: **above the fold**.
3. Make it easy for us to contact you. Show your contact information or link at the top of the page, and along the bottom. **Use an 800 number** if you have products with variations in size, color, or design. Don't expect the product image to show the same way on everyone's computer. Monitor settings may distort not only the shape and size, but also the colors.
4. Don't overwhelm us with too much information all at once. Leave white space. We don't mind scrolling down for a page or two, but **don't hide the best information below the fold**.
5. **Keep your navigation simple!** Do your best to adhere to the three-click rule. If we can't get the information we want within three mouse clicks, it's a good bet we will move on.
6. Nix the Macromedia flash openings. **Women are not online to watch movies** or listen to you blabber on about yourself. If you must have a flash opening, show a "skip intro" button to give us the choice of watching or not watching. Remember, it's not about you, it's about us.
7. Offer loyalty programs. Whether you sell products or services, you need to **reward women for their loyalty**. Women like to share. We will share our good experience at your site more quickly and more often, if we know you are going to give us something back. Sometimes all that has to be is free access to content we might otherwise have to pay for (on your site or someone else's site). Give us value added content that we can use to improve our personal lives and our businesses lives by providing white papers or e-docs we can download to our hard drive.
8. **TEST your shopping cart on a regular basis.** Don't let a software glitch keep you from making sales. A bad shopping experience (shipping-shock is the #1 reason women back out of a sale) will brand you for life!
9. **More women than men check a site's About Us page.** Make it personal and interesting. Women are less interested in the number of letters after your name, than men. We want to connect to you on a human-to-human basis. Tell us something we can relate to. Update your profile and that of your employees or partners on a regular basis.
10. According to Futurist Frank Feather, in his book FutureConsumer.com, **"Women will utterly dominate e-shopping for the next decade and by far represent the best e-marketing opportunity of the Millennium."**

I leave you with this thought: marketing to Dick gets you one set of eyeballs. Marketing to **Jane gets you in front of Dick and hundreds of other people**. One last bit of advice, the health and beauty industry is dominating online sales. Which gender do you think spends the most money on aspirin, band-aids, cold medicine, shampoo, make-up, sunscreen, skin care, cough drops, vitamins, health food, etc.? I hope that is a rhetorical question. Use this important industry success to **attract the women's market to your Web site**.

Now, what's not to like about that?