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THE BUSINESS OF DIFFERENTIATION

Marketing Minute

LevinsonBlock LLC
Marketing and design for healthcare, non profits, and service businesses

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Dear [member_name_first],

Website navigation and the New Jersey Turnpike

Like many Brooklynites, my car is largely ornamental. Sure, we drive it once a week to buy groceries, but mostly I get around by bike or subway.

So when I drove to a conference in New Jersey last week, it was a different kind of driving -- and got me thinking about websites.

New Jersey has a unique approach to highway signs: the really important roads, like the New Jersey Turnpike, have logos rather than spelled out names.

The New Jersey Turnpike has this charmingly retro logo:



The Garden State Parkway has a logo as well:



Of course, if you drive in New Jersey often, this is not a problem. But if you are not familiar with the logos, and have to take time to interpret them, you may experience a moment of confusion followed by some alarming cross-lane maneuvers.

Visitors to your website are like speeding Brooklynites in New Jersey. They are in a hurry, and will have trouble figuring out a confusing navigation system on the

fly. If they get frustrated -- and we are talking seconds here -- they will leave your website.

Website navigation is not where you want to be creative -- instead, be clear. We suggest you use simple, obvious, widely understood page names like About Us, or Contact Us. And place your navigation menu where your visitor expects to see it. A horizontal menu goes near the top of your page. A vertical menu goes on the left side.

That way, you are making it easy for your speeding visitor to slow down and take a look around.

FACT OF THE MONTH

A "jiffy" is an actual unit of time for 1/100th of a second.

LEVINSON BLOCK NEWS

Thanks to Midwood Development Corp for inviting me to speak on **Three Keys to an Effective Website**. One participant said "I thought the seminar was extremely informative (and I rarely say that about seminars)". I routinely lead workshops on branding, websites, and competitive audits -- drop me a line if you are interested.

ABOUT LEVINSON BLOCK

Ever feel like your website looks, feels and sounds like your competition? We can help. LevinsonBlock specializes in differentiation. We develop brand strategy that leads to action -- not just theories. And we can help you implement it. Our tactical services include everything from websites and SEO, to direct mail, to annual reports -- so your organization has the same unique look and feel across all communication channels.

We've worked with healthcare organizations, such as Hospital for Special Surgery; growing businesses, such as AMC Health; and organizations such as the Public Library of Science.

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