

What Makes A Person Want To Come Back To Your Site?

According to Arthur Andersen, the highly regarded online information company:

The ratings were based from 0 to 100% with the higher the percentage, the more important the issue.

Ease Of Use/Navigation	74%
Fast Download Time	65%
Regularly Updated Information	58%
Quality Of Content	57%
Organization Of Content	40%
Access To Customer Service	40%
Quantity Of Content	30%
Search Engine At The Site	25%
Front Page Layout	20%
Fun	19%
Look And Feel Of The Site	18%
Inclusion Of Animated Graphics	9%

Interestingly, if your site is an online store, then the two most important factors to your visitors are:

Easy Order Processing	68%
Security Procedures	65%

The survey was conducted between March 30 and April 3, 2001, and is based on responses from 990 online users surveyed by Knowledge Systems & Research Inc.

Source: <http://www.webpronews.com/rd/aawebdesignsurvey.html>