

Kill the Web's sacred cows

Before they kill off your Company

One Minute Site Manifesto

The end of Corporate Website as usual



Oliva & Toscani

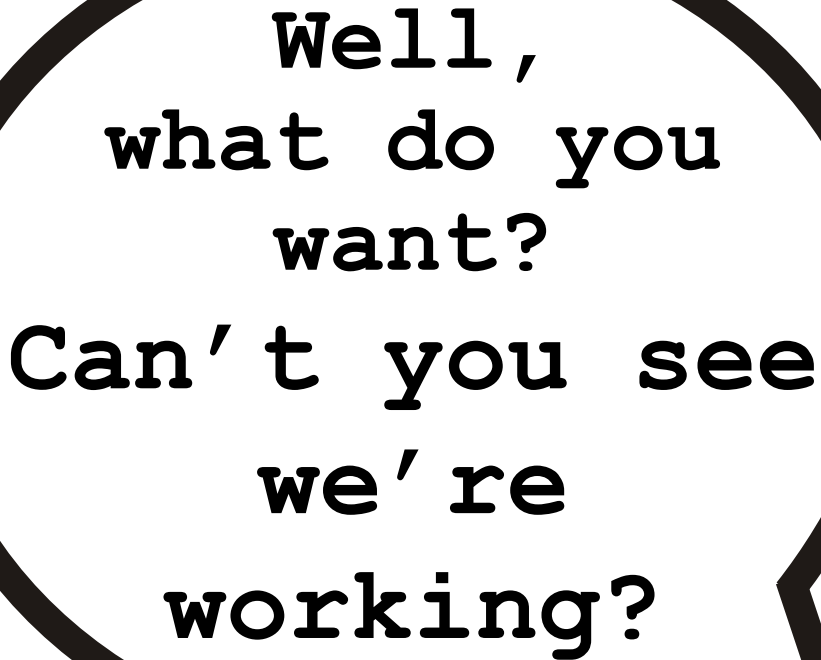
"It's never too late
to be what you
might have been."

George Eliot

**<SMB ,
LET US IN! >**

"We're on God's mission!"

(SMB: Small & Medium Business)



Well,
what do you
want?
Can't you see
we're
working?

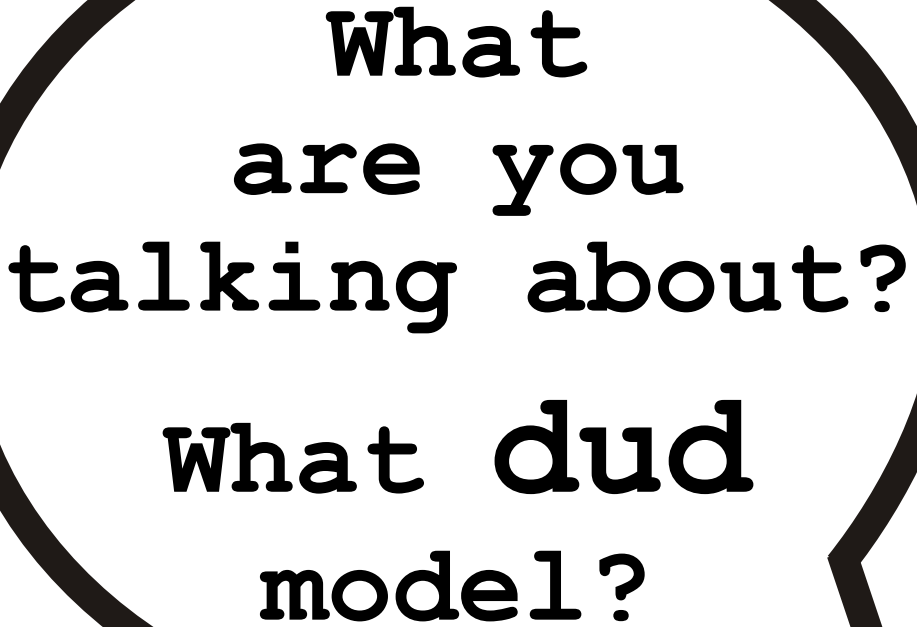
<< They've ripped you
off!

The Web-service-providers
have palmed you off with a
Web-site-model

that will set-to-zero your chances
of getting new clients through
the Web... >>

No-one has ever had the courage to
say that this [model] is at
loggerheads with the SMBs' potential-
new-client's way-of-using the Web.

The One Minute Site Manifesto
tells you how to get rid of this
[model-that-doesn't-work] which prevents
you from getting what you were promised
from the Web.

A large, thick black outline of a speech bubble is centered on the page. Inside the bubble, the text is written in a bold, black, monospaced font. The text is arranged in two paragraphs, with the first paragraph on top and the second paragraph below it. The speech bubble has a tail pointing towards the bottom right corner.

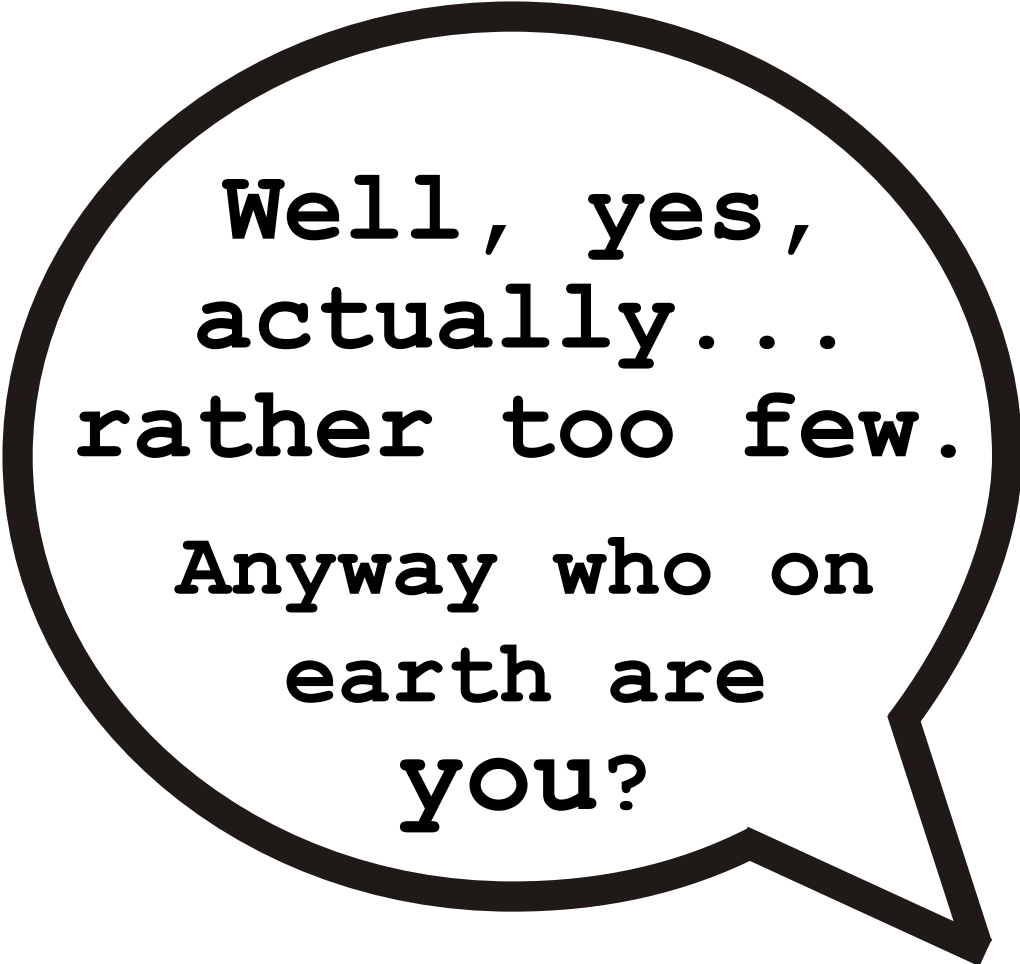
**What
are you
talking about?**

**What dud
model?**

<< Tell the truth,
how many new-clients
have your Web sites
brought you in the
last 2 years? >>

OLIVA & TOSCANI'S LAW

If your site hasn't brought you
anything up to now, be sure that it
won't in 2002 either.



Well, yes,
actually...
rather too few.

Anyway who on
earth are
you?

We are a couple of heretics.

We belong to the category of
Web-consultants, we made the same
mistake too :- (

<< But now we want to destroy the
dogmas which contribute to
mummifying Companies by
\$welling
the Web-service-providers'
turnover. >>

We wrote this *Manifesto* thinking of
those businessmen and managers of SMB
who were under the illusion of
participating
in the Web's super-banquet.

**Now we are going to tell
the whole truth**

(...and someone is going to be
really pissed off)

TRUTH No. 1

How a SMB's
Web site is
[seen]

From the visitor's point of view, your-Company's-Web-site is your Company. Your Company is made up of people, not just products. This is why your visitors expect to find a site made up of people, life, dialogue. Not just products.

But the Web providers deny this equivalence and make you believe that your site is the company's umpteenth marketing channel to be stuffed full of salesman's bla-bla-bla.

<< Start thinking like your visitors. Think that your site is your Company, a family made up of [persons] that people expect to talk to. >>

TRUTH No. 2

How the Web
site is
[used]
by a SMB

Your potential-new-customers don't forgive and forget: They use your Site to find out if you are the one for them and they have no intention of coming back a second time.

But the Web providers keep on hiding the real way your potential-new-clients use the Web and make you believe that your visitors want to put down roots in your Site.

<< Start adapting to your potential clients. Get it into your head that your Site has just [one single appointment] to count on. >>

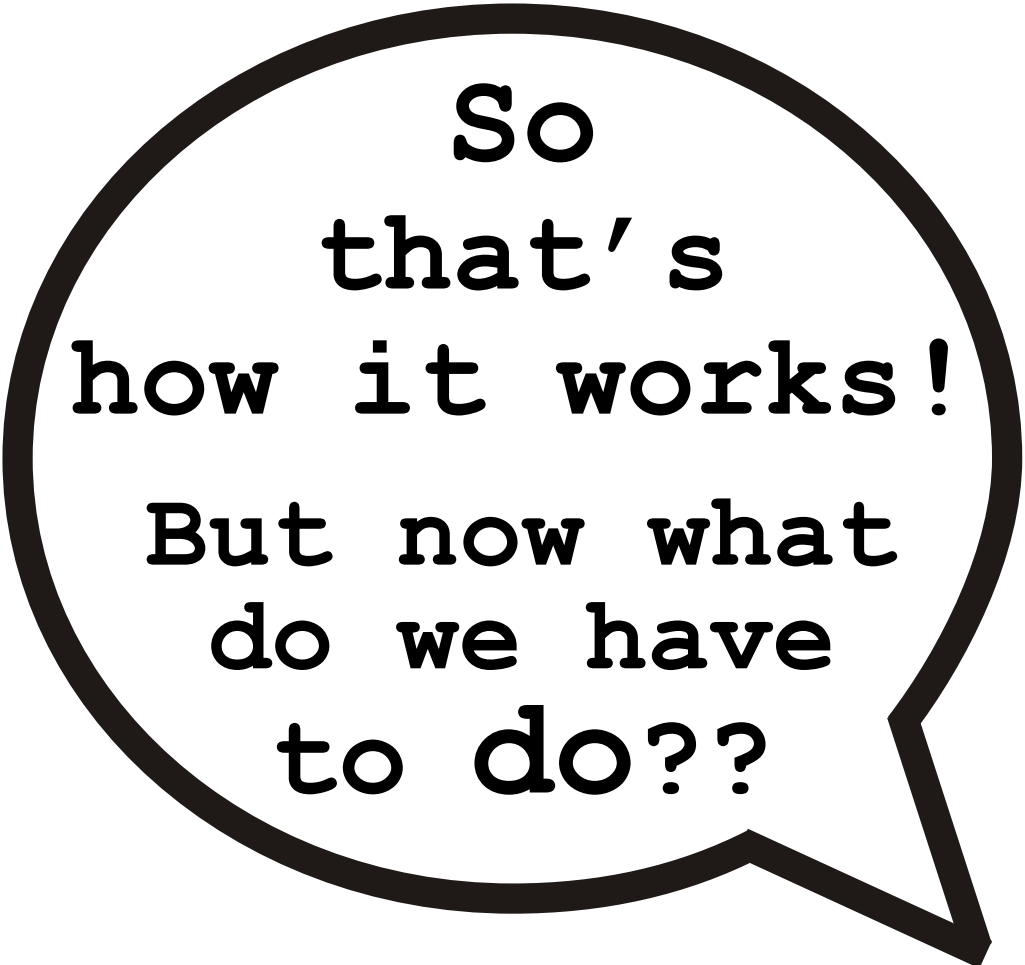
TRUTH No. 3

What a SMB's
Web site
must [do]

Your Site must create a relationship between your potential clients and those in charge in your Company.
Nothing else counts.

But the Web providers want to make you believe that instead of doing this honest job your Site should take on the embarrassing role of a telematics charlatan.

<< Start thinking about your Site's real job. Get it into your head that it must be [catalyst] able to create a pleasant business dialogue between you and your potential clients. >>



So
that's
how it works!

But now what
do we have
to do??

You must destroy
the [model-that-
doesn't-work] which
has made the Web
providers rich
without getting
anything for you.

3 MISSIONS

await you

<Gather your strength>

MISSION No. 1

< Kill the sacred
cow of the HOME
PAGE >



^

Pull the trigger

Are you
out of
your
minds?

The Home Page is the first big rip-off by the [model] imposed on the-SMB-Sites.

The Home Page is a cover used only as advertising space for superstar-products which mistake the Web for the TV.

<< The HOME PAGE is your Web site's least-important-page. >>

The HOME PAGE Cover...

is the illegitimate child of advertising

it is only an institution that the Web providers exploit to glorify the brand so dear to the Company

it is the space on the site the graphic artists take over from the company to give vent to their artistic wanking

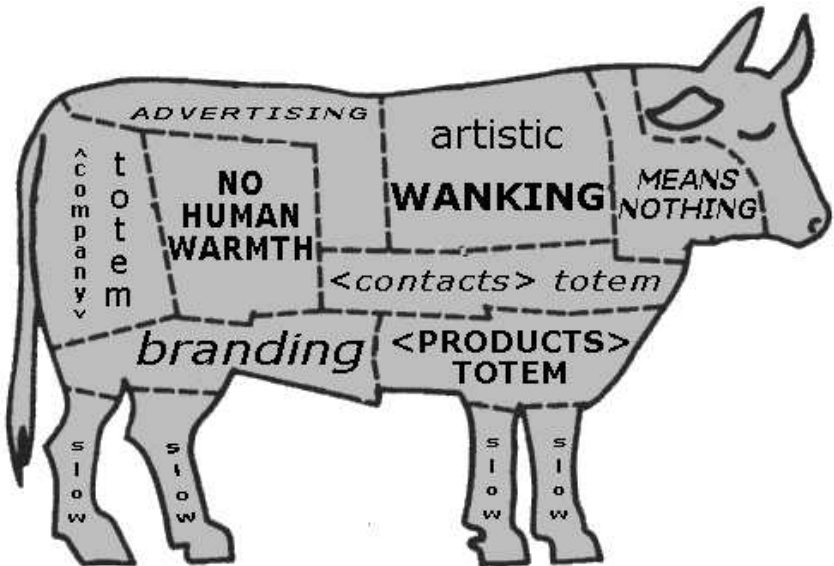
it forgets it is seen by flesh and blood people, so it couldn't give a damn about conveying human warmth

it doesn't tell the visitor anything useful except for the racist message "compatible with Explorer 5.x at 800x600"


it's there only because the Web producers don't know how otherwise to sustain the Site's 3 totems: "Company", "Product", "Contacts".

Find the courage to get rid of the HOME PAGE sacred cow.

<< The HOME PAGE is useless and it loses you customers. >>



Pic. The bad cuts of your sacred cow.



OK, but now
what are we
going to do
without the
HOME PAGE?

< Now you can finally
let the Company people
out into the open and
give your Site a
personal touch. >

Decide who the Ambassador of your
Company will be, take a photo of
him or her and put it on the
front page of your Site
to [welcome] each new visitor
[personally].

From now on the first page on
your Site is the Ambassador's
page and you can call it the
[Welcome Page]


Get ready
for a site
made up of
[people]

: -) : - 0 : - D

> The **face** of your made-up-of-people-Site is the [Welcome Page].

> Your [Welcome Page] will immediately introduce you as **real human** beings (at last!).

> Through the [Welcome Page] your Ambassador will encourage potential clients to start a dialogue with the people in your Company who will make up the **body** of your One-Minute-Site.



**Mmm, the
Welcome Page
sounds
interesting,
but...**

Do you mean
that maybe just
the [Welcome Page]
isn't enough?

Are you really so
fond of your
Home-Page-Cover?

: - /

Well, then, turn over ...

Back in 1999 a reliable study by *Zona Research* showed that between 30% and 50% of users leave a Company's Web Site if the waiting time for loading its pages exceeds 8 seconds.

In 2001 a survey carried out by *Digital Island* even halved this time showing that Web users are becoming less and less patient.

< Site producers have kept this data hidden because it is in their interests to complicate matters just to make more money. >

>> Why don't you time your HOME PAGE? If it exceeds 8 seconds you have one more reason to be pissed off and to convince yourself that your-beloved-cover-is-losing-you-clients.



<< Right, now you know
that not only is your
HOME PAGE useless, it's
also s-l-o-w . >>

In fact, Web providers
weren't satisfied with
just imposing the sacred
cow on you, they even
fattened it up...

It's so fat it can't
even-walk-anymore.

Symptoms of the BULiMiC HOME PAGE:

>> It is preceded by a Flash introduction which takes 3 minutes to load. But everybody clicks straight onto the caption "skip intro".

>> It has a graphic design like a publicity billboard, overflowing with special effects, animation and other exotic frills. The word "copyright" is the only text that appears.

>> It is an anti-client minefield: plug-in, applet Java and other useless little games that work only with the very latest browser.

< Get ready to be
light, simple and
fast. >

8 seconds are vital
on the Web, you can't
afford useless covers.

Not even your Welcome Page
can afford to break
the-tough-8-second-law.

Keep it fit by making it load in
< lessthan8seconds >

MISSION No. 2

< Kick the
BROCHURE SITE
idol off the
throne >



```
BLA BLA BLA
#@% Bla Bla
BLA #%& BLA
```

<< give it a good kick here



SHOCKING!

**Who put it
here ??**

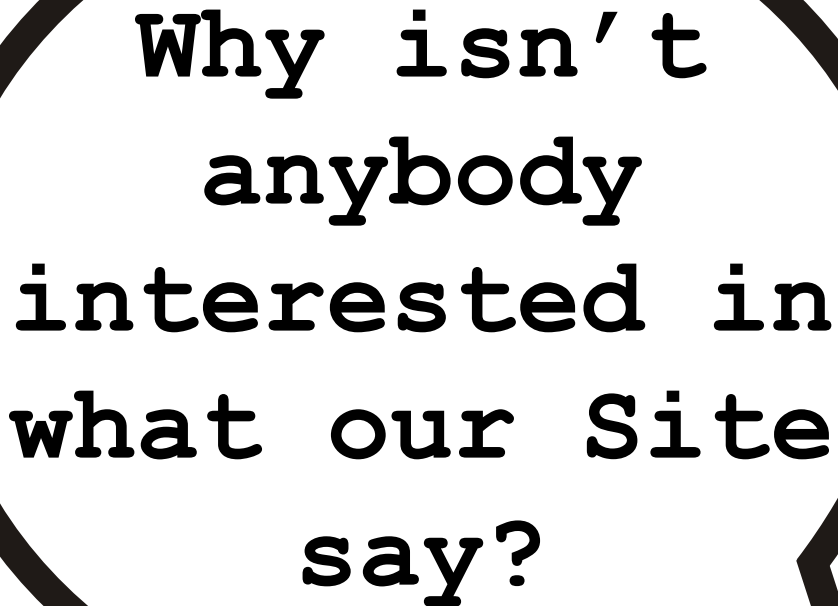
The second rip-off by the [model] dumped on you is that you have transferred the whole Company brochure onto the Site.

Now...

[A] Your Site will BLAH-ther on in a self-praising monologue nobody is interested in.

[B] Your pages are flooded with words that aren't read.

[C] Your Site has become a jungle of pages.

A large, thick black outline of a speech bubble is centered on the page. Inside the bubble, the text "Why isn't anybody interested in what our Site say?" is written in a bold, black, typewriter-style font, arranged in five lines.

Why isn't
anybody
interested in
what our Site
say?

< The Web providers would have all of you SMBs believe that you can address your potential customers on the Web with a self-praising [monologue] and pelt them with salesman's patter. >

It's just as well you know that ...

- > The Company monologue is not the Web's natural language

- > The Company monologue is the offspring of marketing and advertising


- > The Company monologue is cold impersonal homogenised fare

- > The Company monologue sounds false and arrogant

- > The Company monologue keeps people at a distance from the Company

- > The Company monologue is not the voice of the people in your Company

Get rid of the
Company monologue
that stops you
[listening] and
[talking] to the
people interested in
your Company.

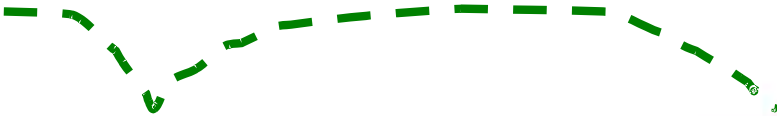


And why do
you say that
our Site
pages aren't
read?

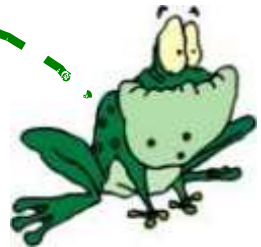
< The Web providers have never told you that the pages in your Site turn visitors to your Site into Olympic frogs >

If only they had shown you the studies on Web-user behaviour...

The studies carried out by Jakob Nielsen for *Sun Microsystems* have shown that on-line reading is 25% slower than traditional reading and it proceeds "in jumps" while users look for significant words relevant to what interests them (only 16% of users read word-by-word).



BLA bla bla bla BLA bla
BLA bla bla bla BLA



<< To worship the brochure-style idol you've had every Web page filled with superfluous words. >>

Do you realise that you are forcing your potential new clients to read making very loooooooooonnnnnngggg "jumps" in order to skip the useless bits and land on more appetising words?

Why do you want to wear them out like this?

Oliva & Toscani's Equation

(too many words) = (long jumps) = (too much effort)

=

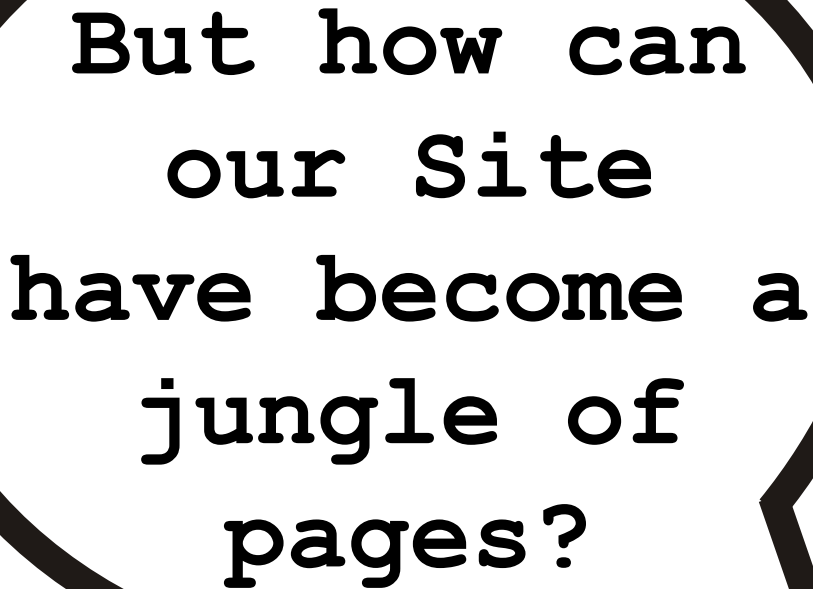
bye bye

(hey, where's the competition?)

Get rid of the
<brochure style>,
be succinct,

slim down your pages by
removing the excess words and
make your visitors' "jumps"
shorter, if you can make them
walk without getting tired
until their appetite is
satisfied,

then finally you will
really be [read].



But how can
our Site
have become a
jungle of
pages?

< The Web providers push you into digitalising every marketing document in your Company because it's in their interest\$ to-make-your-Site grow-exorbitantly(*). >

(*) The earnings are double, they make a profit on [setting it up] and then on the [maintenance] needed keep up this jungle of pages.

Have you ever wondered whether your potential clients read this mass-of-pages?

The producers have hidden from all you SBMs that the visit to your Site by your potential new clients lasts on average [1 minute]

>> Just for once, instead of looking at the number of accesses to your Site, check personally in your statistics the [average length] of time each visitor stays on your Site.

(you'll notice that we're talking about 1 Swiss minute, not an Italian one!)



Do you want to know why your potential clients only stay for-a-minute?

> Because they have little time to waste and want to **find** what they are looking for quickly.

> Because they surf on a parallel basis: while they are looking at your Site they are looking at another 3 of your **competitors** at the same time.

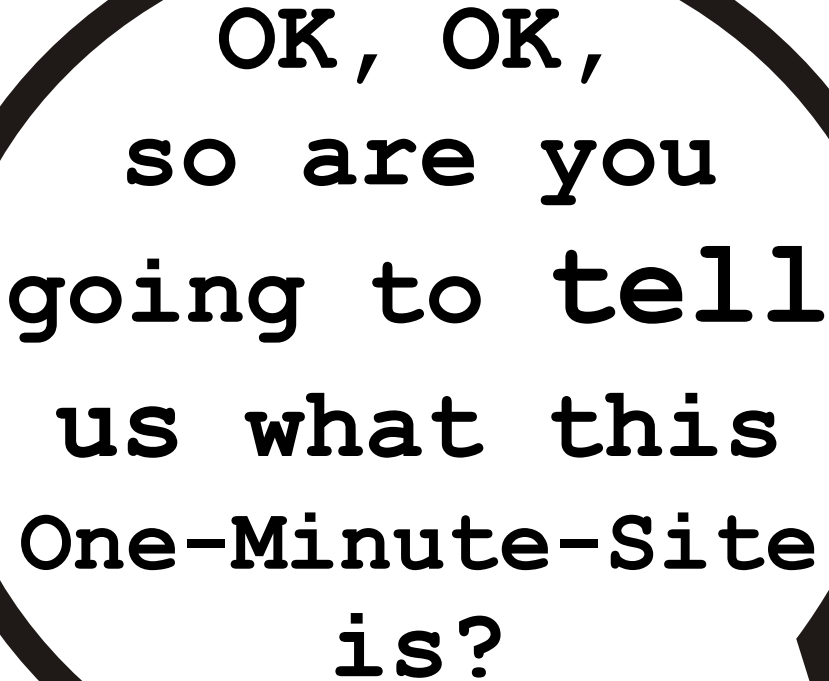
> Because when they find what they want they don't waste any more time going into detail but get into direct **contact**.

< Now you know how your potential new clients behave on the Web and how much time they dedicate to you, don't you think it's time to [cut back] that jungle and make room on your One-Minute-Site? >

< You don't want them to find what they're looking for somewhere else, do you? >

"The majority of new visitors don't give a Company time to impress them. They decide in a fraction of a second whether or not the Site has something to offer."

[David Siegel]



OK, OK,
so are you
going to tell
us what this
One-Minute-Site
is?

< The One-Minute-Site is your revolution: it communicates for 10% of the time, for 90% it listens. >

[It communicates] quickly and well thanks to your Welcome Page which, by giving up the brochure style, introduces the whole Company in just 1 minute and invites you to act.

[It listens] because all Company staff responsible will have their own personal page to introduce themselves and to invite anyone interested in the Company to start up a dialogue with them.

Recipe for your One-Minute-Site

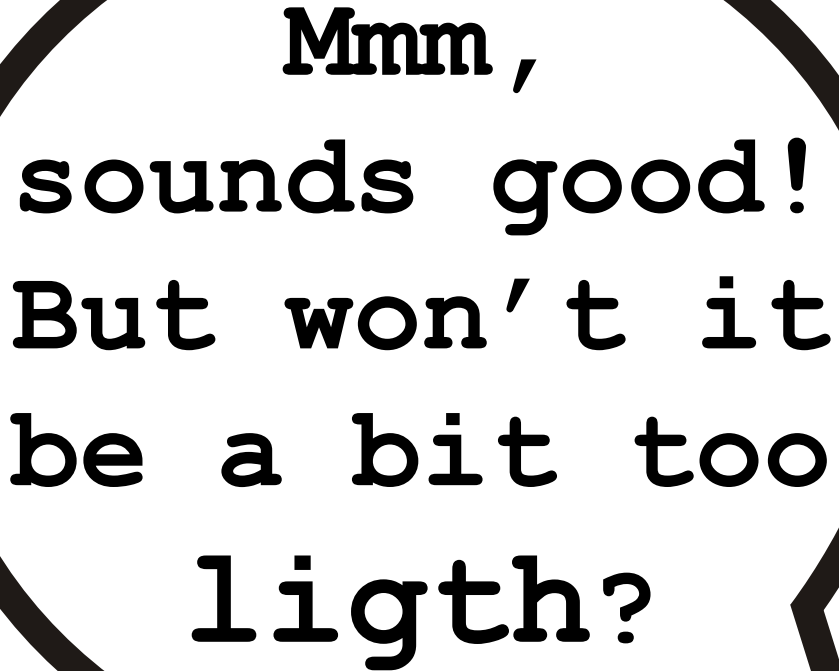
*

[Prepare a **very basic graphic design** to respect the 8 second cooking time]

**

[Add **a summary** to introduce your Company and its products in less-than-a-minute. Put further details aside for E-Mail and downloading of documents]

[Finally pour in the **Company's men and women** to create personal relationships]



**Mmm,
sounds good!
But won't it
be a bit too
light?**

Aaah, you're
afraid of becoming
~light~ !

Do you really care
so much about your
*graphic*decorations* ?

We'll give you one more reason
for giving them up...

Research into the eye movement of on-line readers shows that 78% concentrate on the [texts] totally ignoring the images and surfing elements.

Yet the Web providers dedicate most of their time designing graphics for the Site because the texts are ready and waiting...

All you have to do is copy the brochure ;-)

What else do you need to convince you to overthrow the idol of the BROCHURE SITE?

<< Don't let even one of your potential new clients get away. >>

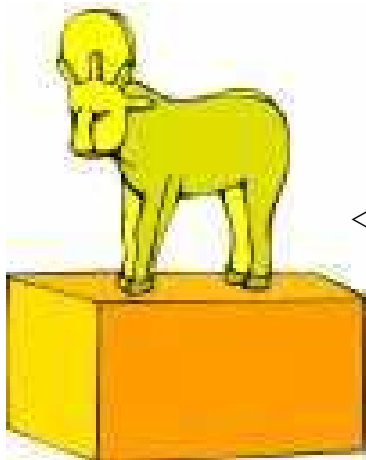
Get rid of the loudspeakers on your Site.

<< Don't miss the chance to hear what your potential new clients have to say to you. >>

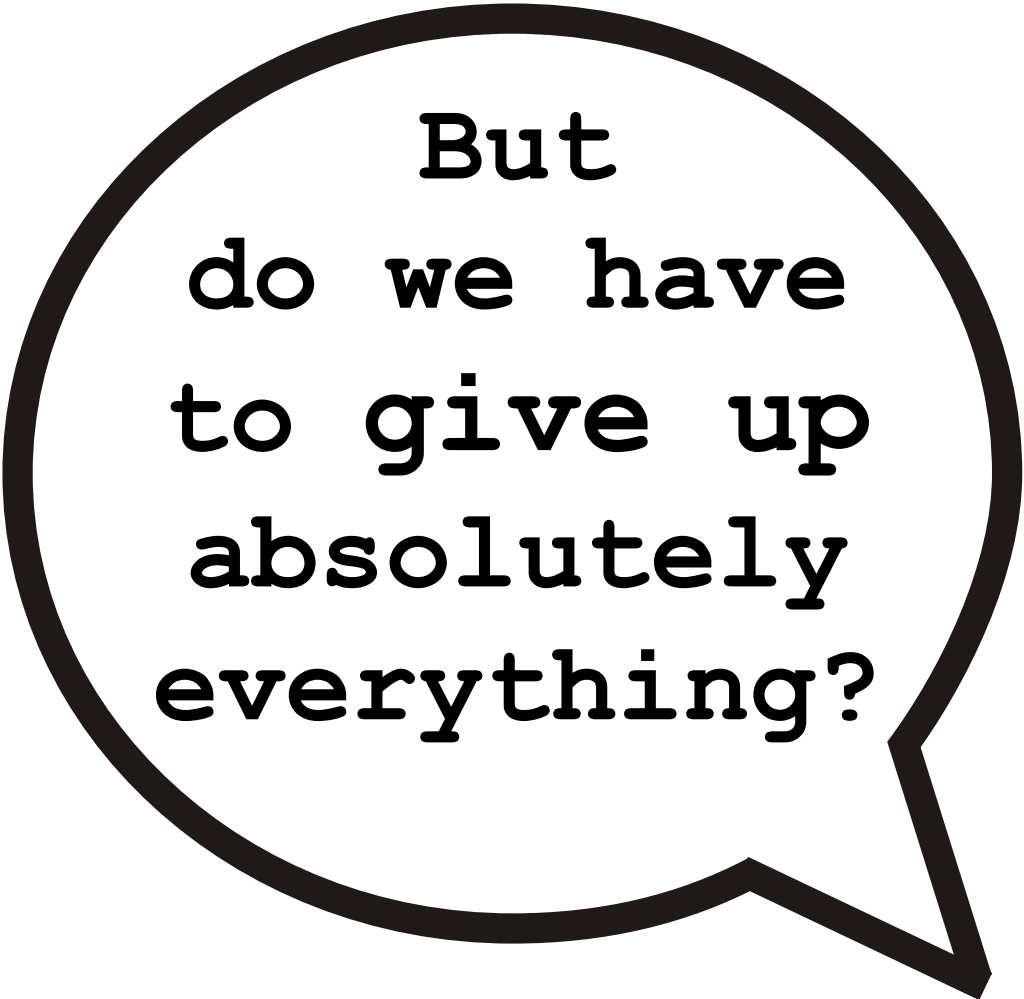
Add as many earphones as you can.

MISSION No. 3

< Stop worshipping
the golden calf of
TECHNOLOGY >



<< blow a nice loud
raspberry



**But
do we have
to give up
absolutely
everything?**

The [third] rip-off by the model imposed on you is that they make you believe that your Site is a technological matter.

It is in the Web producers' interest\$ to shift the Company's attention to TECHNOLOGY (*).

(*) They make double the money: they can sustain the technological escalation by selling you new computer equipment and, at the same time, there are no obstacles standing in their way because nobody understands a thing.

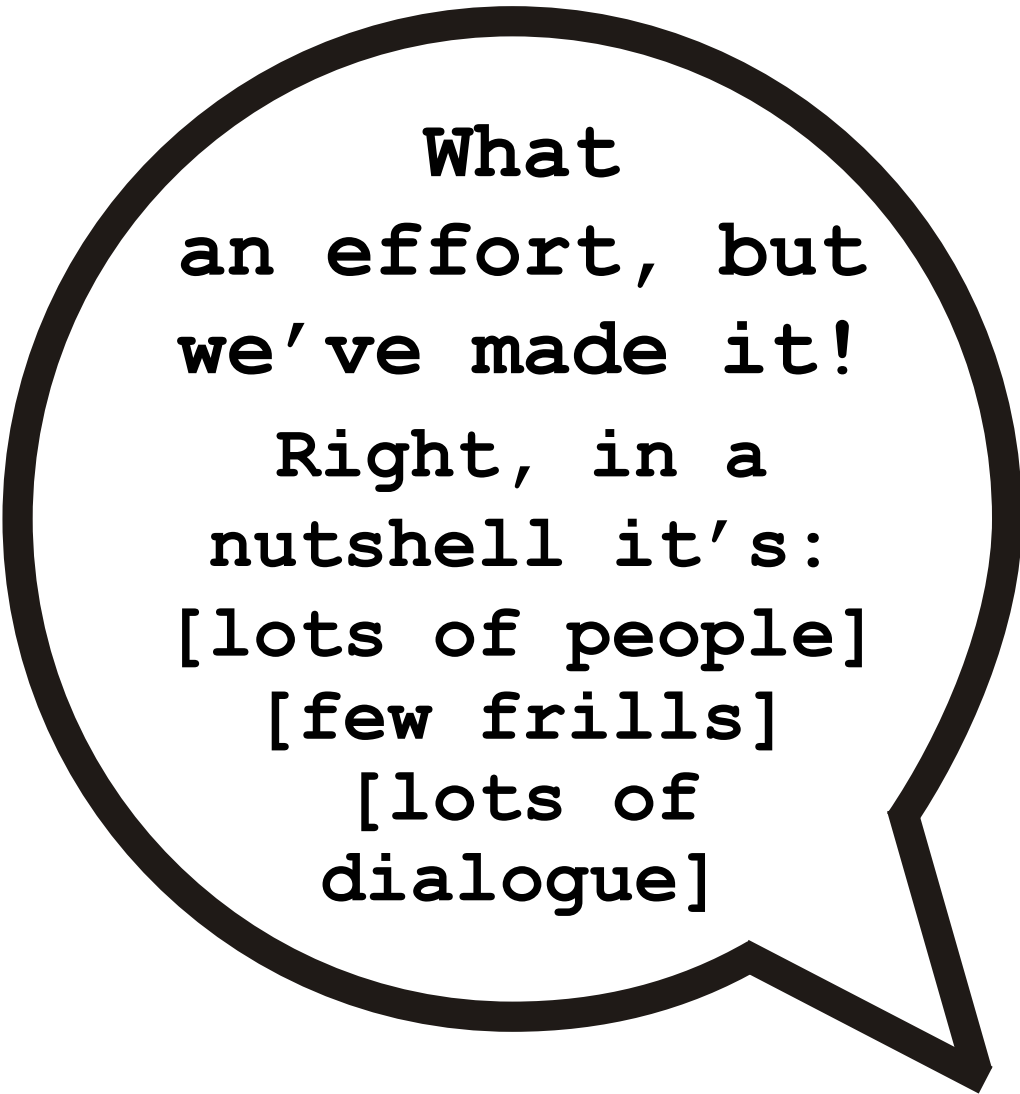
< As long as you keep on concentrating on TECHNOLOGY your Site will never be onebodywithyourcompany. >

Your Site will always be at the mercy of TECHNICIANS who only care about sophisticated configurations and have no idea how to make an impression on your-potential-new-clients.

< Shift your attention
to how to create
relationships with your
potential clients, hand
over your Site to your
Company's Ambassadors,
defuse the TECHNICIANS
and have them work
behind-the-scenes >

Stop making offerings to the golden calf of TECHNOLOGY.

If you have to make an offering, think about your [staff], get them involved in your One-Minute-Site and give them the chance to have a **warm personal dialogue** with your potential clients.



What
an effort, but
we've made it!

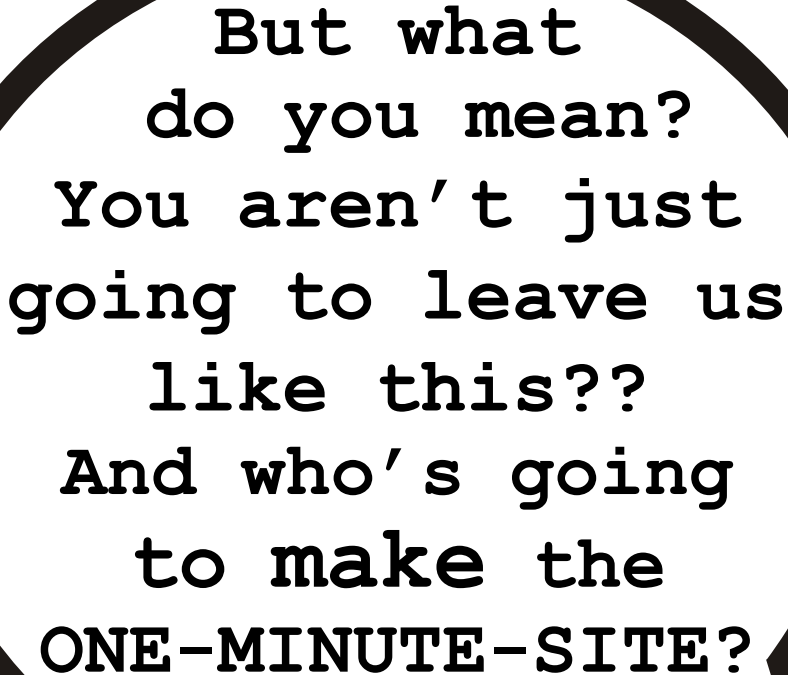
Right, in a
nutshell it's:
[lots of people]
[few frills]
[lots of
dialogue]

<ECCE HOMO>

**At last, we
reveal
ourselves!**

Now you've made
the huge effort to free
yourselves of the dogmas
that were mummifying you
on the Web,
don't stop now.

**<< Warm up your
Site and make it
a pleasure
to do business
with you. >>**



But what
do you mean?
You aren't just
going to leave us
like this??
And who's going
to make the
ONE-MINUTE-SITE?

You are going to make the One-Minute-Site!

We've given you
the recipe, what more
do you want!

If you can't cook, find a chef,
but check he doesn't change the
ingredients and that he doesn't
burn everything...

Don't get ripped off again!

; -)

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**Comments on, adhesion and
insults to the Manifesto
are welcome at
olivaetoscani@oneminutesite.com**

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Dear Janet and Gail... heartfelt thankyou to you!

...oh, we forgot
the "Web swindle formula"

Corporate Web Site

=

**costly setting up
+
complicated maintenance
+
overabundant technology**

=

**100% profit for the Web providers
0% new clients for the Company**