

1-MINUTE SITE MANIFESTO

The end of the corporate Website
as usual. *continued* ▶

by Oliva and Toscani

KILL THE WEB'S SACRED COWS

Before they kill off your company



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



SMB*
LET US IN!
We're on God's mission!

*Small & Medium Business



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



THEY'VE RIPPED YOU OFF!

The Web service providers have palmed you off with a Website 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 clients' way of using the Web.

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

What are you
talking about?

What **dud**
model?



TELL THE TRUTH.

**HOW MANY NEW CLIENTS HAVE YOUR WEBSITES
BROUGHT YOU IN THE LAST 2 YEARS?**

OLIVA &
TOSCANI'S LAW

If your site hasn't brought you anything up to now,
you can be sure that it won't next year 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 mistake, too. :-)

**But now we want to destroy the dogmas which
contribute to the mummification of 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 AN
SMB'S
WEBSITE
IS SEEN**

From the visitor's point of view, your company's Website 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, and dialogue. Not just products.

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

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
WEBSITE
IS USED
BY SMBs**

Your potential new customers don't forgive and forget. They use your site to find out if you are the one for them. If you're not, 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 AN
SMB'S
WEBSITE
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 a 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** and that 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 HOMEPAGE



ARE YOU OUT OF YOUR MINDS?



THE HOMEPAGE IS THE FIRST BIG RIP-OFF by the model imposed on the SMB sites.

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

The homepage is your Website's least important page.

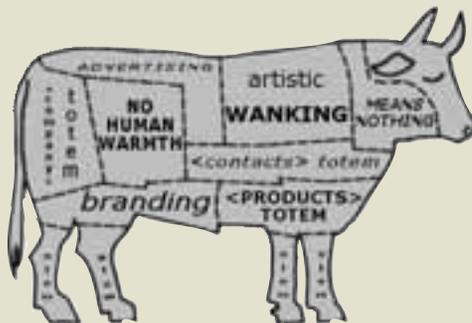


THE HOMEPAGE:

- » is the illegitimate child of advertising.
- » is only an institution that the Web providers exploit to glorify the brand so dear to the company.
- » is the space on the site the graphic artists take over from the company to vent their artistic wanking.
- » forgets it is seen by flesh and blood people, so it couldn't give a damn about conveying human warmth.
- » doesn't tell the visitor anything useful except for the racist message "compatible with Explorer 5.x at 800x600."
- » is there only because the Web producers don't know how to sustain the site's 3 totems: company, product, and contacts.

FIND THE COURAGE TO GET RID OF THE HOME PAGE SACRED COW.

THE HOME PAGE IS USELESS AND IT MAKES YOU LOSE CUSTOMERS.



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!

:-) :-O :-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
homepage? :-/

Well, then, read on...



Back in 1999, a reliable study by
Zona Research showed that between
30% AND 50% OF USERS LEAVE a
company's Website **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 homepage? If it
exceeds 8 seconds, you have one more
reason to be pissed off and to convince
yourself that your beloved homepage is
making you lose clients.



GRRRRRR



**Right, now you know that
not only is your homepage
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 HOMEPAGE

- » 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-ins, applets, 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 intros.

Not even your welcome page can afford to break the tough 8-second law. Keep it fit by making it load in less than 8 seconds.

MISSION NO. 2

KICK THE BROCHURE SITE IDOL OFF THE THRONE



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.

- [A]** Your site will blather 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.

Why isn't
anybody
interested
in what our
site says?

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 THAT YOU KNOW.

The company monologue:

- is not the Web's natural language.
- is the offspring of marketing and advertising.
- is cold, impersonal, homogenized fare.
- sounds false and arrogant.
- keeps people at a distance from the company.
- is not the voice of the people in your company.

Get rid of the company monologue that keeps you from 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 behavior...



The studies carried out by **JAKOB NIELSEN** for Sun Microsystems have shown that **ONLINE 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**).



To worship the brochure-style idol, you've had every Webpage filled with superfluous words.

Do you realize that you are forcing your potential new clients to read making very loooooooooooooonnnnnngggg “jumps” in order to skip the useless bits and land on more appetizing 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 until their appetite is satisfied, without them getting tired, then finally you will really be read.



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



The web providers push you into digitizing every marketing document in your company because it's in their interest to make your site grow exorbitantly.*

(*They make double the money: they make a profit on the set-up, and then on the maintenance needed to keep up this jungle of pages.)



HAVE YOU EVER WONDERED WHETHER YOUR POTENTIAL CLIENTS READ THIS MASS OF PAGES?



The producers have kept 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 three of your competitors' at the same time.
- Because when they find what they want, they don't waste anymore time going into detail, but get into direct contact.

Now that 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:
for 10% of the time, it communicates;
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 One-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 the 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?

Here's one more reason for giving them up...



Research into the eye movement of online readers shows that 78% concentrate on the text, totally ignoring the images and surfing elements.

Yet the web providers dedicate most of their time designing graphics for the site because the text is 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?

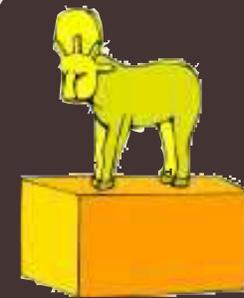
Don't let even one of your potential new clients get away. Get rid of the loud-speakers on your site.

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**



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 producer's 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 one body with your company.

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 towards creating 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, are you??
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 that 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 to, and insults to the Manifesto are welcome at olivaetoscani@oneminutesite.com. If you want to reproduce part or all of this book, send us an e-mail.

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

**...OH, WE FORGOT THE "WEB SWINDLE FORMULA!"**

Corporate Web Site
=
costly set-up
+
complicated maintenance
+
overabundant technology
=
100% profit for the web providers
0% new clients for the company

info

ABOUT THE AUTHORS

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	PC	MAC
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Zoom out	[CTL] [-]	[⌘] [-]
Full screen/Normal screen view	[CTL] [L]	[⌘] [L]

BORN ON DATE

This document was created on 1 November 2004 and is based on the best information available at that time. To check for updates, please click here to visit <http://changethis.com/7.OneMinuteSite>

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