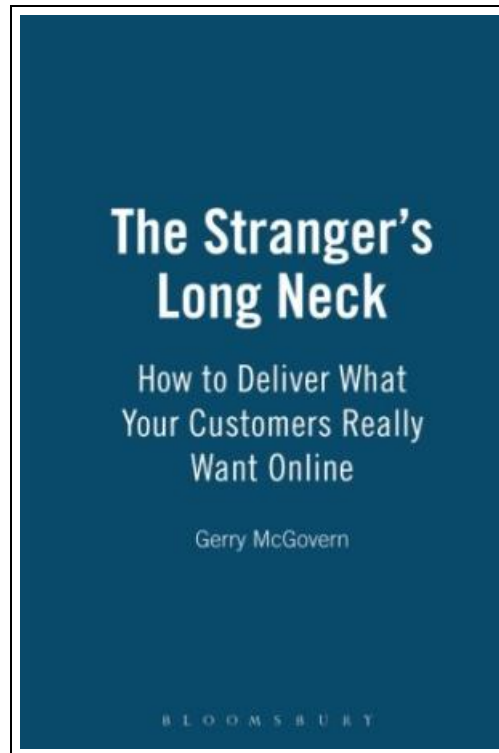


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1. On the Web, content may be king but the customer is dictator. There's one word to describe the web customer: IMPATIENT.
2. Traditional marketing and communication is about GETTING ATTENTION. Web marketing and communication is about PAYING ATTENTION. When customers are at your website you already have their attention. Don't waste their time by telling them things they already know.
3. Every website has a small set of top tasks what I call the long neck that customers expect to complete quickly and easily. The customers top tasks are often...



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