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Did you know that it takes less than 3 seconds for a visitor to your website to decide if it is worth browsing or not? Three seconds is about the length of time it has taken you to read the previous sentence. I think you will agree with me, 3 seconds isnâ€™t a lot of time in which to engage your visitor.

Your website may have stunning graphics, an innovative product to offer or riveting content, but if you your site doesnâ€™t have a hook to engage your visitor, then all these things are for nothing.

What is a hook? I hear you ask. A hook is something that attracts your visitorâ€™s attention and will compel them to delve further into your website to see what you have to offer. And remember, you only have 3 seconds for your hook to work.

Three secondsâ€¦ tick, tick, tick. That is all the time you have to entice your visitor to stay with you. And if you are employing the same tired techniques to hook visitors as you were from yesteryear, then the chances are youâ€™ll hear click, click, click. Your visitors will have flown, never to return. Internet users want access to information quickly, and they want it without the hassle of reading complex text.

The key to keeping visitors on your website is to engage them with a medium which is instinctive rather than contrived. One such medium is online video.

It is a fact of life that imagery plays a vital role in how we perceive the world around us. Images, as they say, can convey a thousand words in the blink of an eye. And that is why video and video games have become so popular.

Video engages the individual at a level that is familiar to them. Video also imparts more information within the fraction of the time that it takes you to read this sentence. That translates into a 40% increase in your chances of engaging visitors to your website in less than 3 seconds. Moreover, video has proven to be 7 times, yes 7 times, more effective at engaging Internet users than any other medium available to webmasters. Putting a video file/clip on your website not only engages your visitor, it also enables you to get your message across swiftly and clearly.

If you are not using online video to engage visitors to your website, then you are failing the website challenge of engaging your visitor in less than 3 seconds. In short, you are missing out on a lot of potential business.

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