



Domain Monetizers Must Provide Result-List and Content Versions

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Abstract

Monetizers should provide each of their parked domains with at least one of two kinds of Web page: a no-frills pages giving result-rank listings for visitors in a hurry, and a more creatively done page for visitors ready to enjoy a prolonged stay. The no-frills approach now dominates, but domainers should push for both. Monetizers who listen will be rewarded with a tremendous business opportunity.

Introduction

By and large, visitors come to Web sites in one of two mindsets: impatient for results or relaxed and ready for exploration. If a page doesn't match the visitor's mood, the visitor leaves.

Thus, the first element of effectiveness is to entice the visitor not to click away by detecting their mood and serving a corresponding mood-reflecting page design.

A visitor, who is impatient, on edge, will be looking out for snags. One hint of complication and he takes off. Smart Web design reassures him by making sure all tasks can be done without interruption and that a misguided click won't produce disaster.

Then there's the relaxed visitor, one who may be looking for a little diversion. She isn't focused on a problem that has to be solved, and as a result she is more open to unfamiliarity, interruption, exploration. But she may have little patience for unoriginality and lack of stimulation.

Thus, there is no such a thing as a "design for all seasons." A single design, no matter how thoughtful, cannot satisfy both moods. A Web site owner has to recognize visitors' likely mood and act accordingly.

Parking-Page Implications

Unsurprisingly, there are two approaches to parking-page design. First, we have the now prevalent model of the result-ranking list based on the domain name's keywords, with minimal content. Next there's the underutilized approach of offering content-rich pages.

Although at a first glance the result-rank approach seems more dull than alluring, it works fine when the visitor's brain is focused on finding quick answers. The neatly

organized result-list is not only easy to get around in, it also looks like the sort of search list turned up by Google. The familiarity builds trust, especially if the visitor is wary about possible snags.

On the other hand, a visitor who wants to explore may wander off when exposed to flat content organized in an unimaginative way. Here we see the need for a designer who has creativity waiting to be unleashed. Instead of pointing users right at desired nuggets of information, open-ended sites may even be designed to encourage aimless but interesting poking about by surfers. [Diesel](#) stores give an idea of the approach.

People tend to notice newness and difference, so rich text that stands out from the standard search result format can be a strong inducement to stay with a site.¹ Of course, users who feel like exploring will be more open to suggestions for buying items.²

Needed Action

Demand that your monetizer provide the kind or kinds of Web page necessary to your parking business. Most likely you'll encounter resistance. The typical monetizer expects you to remain a silent principal; furthermore, it's sitting atop a fat profit margin and sees no need to take on risk. Remember the difference that having the proper site, or sites, can make. As the legend Bob Marley says, "Get up, stand up: stand up for your rights!"

My suggestion to the monetizers: don't fight, listen. You'll be making more money too. In the end, design is an opportunity, not a problem. ■

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¹ People are more sensitive to relative differences in magnitude than to absolute ones. For example, most people (at least those who are not economists ☺) would be willing to drive across town to save \$50 on the purchase of a \$100 radio, but not to save the same amount a \$50,000 car. Next to a hundred dollars, \$50 seems like a fortune; next to \$50,000, it doesn't.

² Supermarkets try to make explorers of their customers by reorganizing the shelves now and then. The customers, kept from heading straight for the items on their list, may wind up buying new items as well as the ones they already had in mind.