

Welton's Wisdom

QUICK TIPS FROM DEATHCARE MARKETING
GURU WELTON HONG



How a 'Sticky Header' Benefits Your Funeral Site

Sticky headers play a vital role in enhancing the user experience and potentially boosting conversions on a funeral home website. In a profession where comfort, trust, and accessibility are of utmost importance, sticky headers serve to streamline navigation, contributing to ease of use.

If you're not familiar with the term, a "sticky" header is simply one that remains in place when a visitor scrolls down the page (and remains in place when switching to another page within the site). It's always best to include a click-to-call phone number in the header, making it simple to contact your funeral home at any time during the website "visit."

Families seeking at-need services are typically under emotional stress, often needing immediate access to resources and information. Sticky headers keep critical website elements such as contact information and service descriptions constantly visible. This reduces the number of clicks, improves efficiency, and creates a consistent, intuitive experience, potentially reducing user frustration and bounce rates.

Moreover, sticky headers indirectly build trust and convey transparency. By maintaining visibility of brand elements like logo or tagline, sticky headers reinforce brand identity, enhancing credibility. They also ensure important legal and pricing information is readily accessible, fostering transparency, a key trust-building element.

By prioritizing user experience and trust-building, sticky headers can significantly influence conversion rates. They cater to the immediate needs of the user, offering a seamless path from information seeking to decision-making, ultimately facilitating conversions.

Welton's Bio

Welton Hong is the founder/CEO of Ring Ring Marketing (ringringmarketing.com), which specializes in helping funeral homes grow and protect their market share. He's also the author of the book *Making Your Phone Ring with Internet Marketing for Funeral Homes*.