How to create a great hr | aquarium site

Just follow our four recommendations to ensure your success on hr | aquarium:

1. **Follow the AIDA principle**

The AIDA model is an easy-to-follow method to transform a prospect into a customer.

<table>
<thead>
<tr>
<th>Attention</th>
<th>Interest</th>
<th>Desire</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Your logo&lt;br&gt;• Self-explaining header image&lt;br&gt;• Short &amp; precise headline</td>
<td>• Your offering&lt;br&gt;• Your unique selling points&lt;br&gt;• Your expertise</td>
<td>• Benefits for the insurer&lt;br&gt;• Business cases&lt;br&gt;• Comprehensive material</td>
<td>• Let the reader push the “contact” button</td>
</tr>
</tbody>
</table>

2. **Generate reader-friendly content**

The core of a good site is well-structured and comprehensible content:

- Use 500 – 1000 words.
- Use multiple short text blocks instead of long ones.
- Make use of formatting options such as numbered and bulleted lists.
- Use the content section element for structuring.
- Pay attention to correct spelling and check your links.

3. **Use multimedia features**

Multimedia features make your site more appealing, more intuitive and easier to get your message across.

- Use your individual header image.
- Upload your own logo and a profile image (find it under “Edit my profile”).
- Add videos and images (use the image/video slider element).
- Add presentations, research papers or studies (use the document preview element).
- Add links to manuals, tools and demos.

4. **Create business cases**

Business cases help insurers understand how your solution can be applied in practice.

- Add your own business case(s) and their different application scenarios to help insurers understand how they can grow their business with your solution.
- Come up with joint business cases if you cooperate with other vendors.

The more of these factors you consider, the higher your solution is ranked resulting in increased attention.