Graham Jones

Internet Psychologist at Graham Jones

Reading, Berkshire, GB

Experienced Internet speaker focusing on online business success

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Biography

I look at the internet from a human perspective, not a technical one. As a result I help companies understand how they can connect in much better, human, ways with their customers and potential clients using the internet. I also help companies understand how they can be more productive using the internet and a combination of psychological tactics. I also help individuals discover how to maximise their online reputation, how to be more productive online and how to really get the best out of the internet.

I speak at conferences of all sizes and I also run workshops, seminars and breakout sessions. I appear on discussion panels and I act as a facilitator and master of ceremonies.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Internet, Media - Print, Business Services, Retail, Social Media, Education/Learning, Media - Online, Writing and Editing, Professional Training and Coaching, Media - Broadcast

Areas of Expertise

Clickology, Internet Marketing, Social Media, Blogging, Internet Psychology, Internet, Content Management, Email

Affiliations

Professional Speaking Association, Society of Authors, British Psychological Society

Sample Talks

What Makes Consumers Click?
Using The CLICK System from Click.ology, this talk shows how you can use psychology to get your online customers to click more.

The CLICK System
How the five-step psychologically based CLICK System enables website owners, developers and designers to prepare and analyse existing websites to ensure they connect with visitors.

Click.ology
Click.ology is the science of getting people to click more. In this talk you discover how to use psychology to improve your website and your connection with your visitors, making them click more on those calls to action you have included.

Blogging is essential for your staff
Blogging is used as a marketing tool, but it is also a business productivity tool and a means of alleviating staff stress and increasing in-house creativity. This talk focuses on the hidden benefits of blogging that go way beyond the obvious.

The future of online retail
What will shopping look like next year, the year after and in five years time? This talk looks at the behaviour of online shoppers and demonstrates how they want to shop in the future.

Event Appearances

Web Success
Academy for Chief Executives Meeting

Education

University of Surrey
B.Sc. (Hons) Human Biology

Open University
M.Sc. Science Communication

Open University
B.A. (Hons) Psychology

Open University
Adv.Dip.Ed. Child Psychology

Open University
M.Ed. Education

British Psychological Society
MBPsS Psychology

Accomplishments

Specialist Computer Writer of the Year

Conference of the Year
Awarded the Conference of the Year prize for a conference I wrote and produced for a major medical equipment company.

FPSA
Fellowship of the Professional Speaking Association, one of only 35 speakers in the world to have been granted such an award.

Click.ology: What Works in Online Shopping
I have written the book "Click.ology" about what works in online shopping and how your business can use Consumer Psychology to succeed

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Testimonials

Graham Speechley
Graham has now spoken three times for our leadership development groups at Business Leaders Groups. Each time the audience of CEOs, MDs and Senior Managers has been fascinated by the ideas and revelations about the way people use the Internet. They learnt how their approach should be modified to increase their RoI on their web activities. I strongly recommend Graham as a speaker to this type of audience. Wonderful stuff!

Philip Calvert
There are only a very small handful of people who really impress me with their knowledge and understanding of the Internet. Graham Jones is on that list – at the top. His ability to explain how people use the Internet – and thus how business owners can benefit, is second to none. Highly, highly recommended.

Tim Anderson
Graham has the highest level of expertise in this area and it was very clear to everyone that if they make the changes he described they could achieve real impact on their customers and potential customers. The structure of the session also worked brilliantly with him looking at members' actual websites in the second half and showing how they could make significant improvement.

Sara Beth Roper
Graham is a fantastic person to work with, a clear thinker, someone you can always rely on, and with the uncanny ability to make the seemingly impossible happen! However you employ his services you are getting a true professional.

David Hyner
Graham is a breath of fresh air in the world of the net and cyber-psychology. An engaging speaker that uses profound knowledge, astute insight, humour and integrity to deliver his message on social media …. and more.

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