

10.6.5 Page layout: Tips for improving “scan ability”

<http://www.websuburb.com.au/HelpDesk/Content/ScanandSkim/tabid/756/Default.aspx>

Users from search engines tend to “information-snack” so content needs to offer value for ultra-short visits. A user will scan the page for less than a second to decide whether to proceed. To improve “scan ability”, make sure you incorporate the following into your website:

- Headings: a large heading at the top of the page (advertisers typically target around 25% of the page size) to grab the reader’s attention.
- Paragraph headers, numbered lists and bullet points create the impression that information has been structured, that someone has taken care to organise the information and it is therefore more likely to be useful and sensible.
- “Clean” design – though it can be hard to define, most people know a messy page when they see one.
- Navigation: ensure that the following links exist on every page. The menu system used by WebSuburb takes care of this automatically.
 - Home
 - About Us (no matter how obvious you think your website’s purpose is)
 - Site Map (gives a quick summary of the site)
- Use categories and groupings according to your target audience’s knowledge, skills and experience. This will allow your reader to get their head around your content quickly and easily.

10.6.6 Page Layout: Improving “skim ability”

Skimming is the practice of sifting through a page looking for keywords and trigger words.

- Include keywords and trigger words in the high-exposure areas.
- Grammar: your writing style and choice of words should suit the intended reader. Write as if you were talking across a desk to your ideal reader.
- Use paragraph headers to help readers to decide whether they want to read the paragraph in detail.
- Numbered lists: enable readers to more quickly grasp information.
- Bullet Points: these highlight the information points.
- Spelling and punctuation: both important in making a good impression.

10.6.7 Call to Action

Ask the reader to do something at the end of every page. This would usually include a hyperlink to suggested further reading. Be sure to include the keyword phrase for the target page within the hyperlink text.

The next step is PDF Files

<http://www.websuburb.com.au/HelpDesk/Content/PDFAcrobatics/tabid/754/Default.aspx>