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This is a list of **typographic enhancements** to increase readability (and scanability) in online pages, whether they're **blogs** or **landing pages**.

**The point is not to be *artistic*, but to *clarify meaning*** and make it easier for people to scan the page and 'get it' without having to read everything.

- **Make the SECTIONS clear.** People should be able to scan the page in a few seconds and get the lay of the land – i.e. understand what's there by seeing what's bold, what's a header/subheader, what's in a different color or font, what is a LIST of things.
- **HEADERS & Subheaders** - make them BIG and easy to see (sometimes I also make the color different than the rest of the text). It's important that a header isn't just *visually* 'larger' but is 'defined' as a header so that beings with no eyesight (like Google analytics bots) can 'see' that you mean it to be a header.
- **Easy short paragraphs** (2-3 sentences or 4-5 lines)
- **Images:** photos / illustrations (but no clipart!!! Ick!!) If you don't have an image that works for you, you can use PicMonkey (or photoshop – or even MSword) to create the *sense* of image-ness using important words from your page/blog (see example – you can just 'imagify' a single word – or even a letter, too)



- **Bullets** (or arrow-bullets, etc.),  
**Checklists & Numbered lists**
- **Boldfacing** (even if it's just the first part of each paragraph)
- **Varied fonts** (within reason - and only to help identify different TYPES of type - for example, using a typewriter-like font for testimonials) Boxes for specific text (like testimonials or a list of features)
- **Horizontal lines** (to separate sections)
- **Your signature** (if it's appropriate)
- **You don't need to use the word testimonial** – just make it look like a quote (add quote marks at beginning & end) and accredit it. I often put it in typewriter text and enclose it in a box with a different color background and a photo (see example)

