



# five ways to **usability**

Enter



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# fit to flit



## **Don't bother writing reams of perfect prose throughout - only 16 per cent of users read a page word-by-word.**

People have a much shorter attention span online. Most just scan initially, looking for something that grabs their interest. Then they go back and dig deeper. So look for 'hooks' that will pull people in and say only what you need to.





# keep it snappy



**Always use relevant, snappy headers and keep your body text to the point. As a general guideline, use around half the amount of text you would in 'normal' copy.**

Also bear in mind that longer paragraphs seem to discourage viewing. One or two sentences in each paragraph is enough to get your message across, but 'War and Peace' will definitely have your audience reaching for the off button.





# fee, fi, fo, fum



**Apart from scan-reading, people concentrating on the detail of a web page often read in an F or E pattern. Users are more likely to read longer sentences at the top of a page and less as they scroll down.**

So be clear on what your key points are and make sure they're as close to the top of the page as possible; limit what you put 'below the fold' because it may not get read at all.





# hot to trot



**The top left of a web page is its 'hotspot'; and will attract most attention from visitors.**

The bottom section and far right are usually less popular. Use them for pictures - or even to add white space - to make the best of things.



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# take your pic



## **Images take up valuable space on a site, so make sure they tell a story and complement your text.**

Remember to use suitable descriptions on your 'alt tags' - that way, you'll boost site accessibility for users with reading difficulties too.

If you're a fan of banner advertising, use it sparingly. Users commonly block out what they don't want to view.





# mark my words

If you want to boost your communication, we can help. The Bridge Group offers the following communication services:

- Pro-active PR
- Interview skills training
- Presentation skills training
- Crisis PR

For more information on these services, please contact Richard Lovelace, Kerry James or Ian Hill on 024 7656 0440.

Or you can e-mail us at [marketing@bridge-group.co.uk](mailto:marketing@bridge-group.co.uk)

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