Website Content Text

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Related Categories: Webpages, Response, Page Editor, Design, Text Content

In a Word……

The information you include on your web pages can make the difference between a customer getting in touch and/or going elsewhere. Your text content should be informative, clear, non-fussy, descriptive, easy to read and most importantly… interesting! When you build your website using your Reason8 website builder, you have a whole bar of options to make sure that your text is laid out to the best advantage. It's vital to make sure that your pages are clutter free and easy to read.

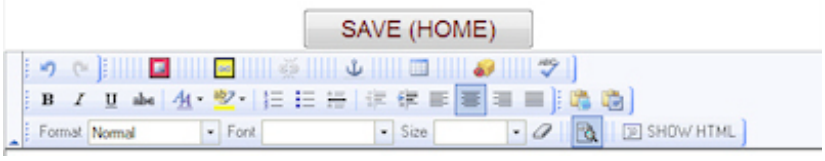
One of the worst things that you can do as a website builder is to have pages full of boring, endless text with no format or structure. No one will read the information hidden within the mass of text and it could even push visitors to leave the site altogether rather than struggle trying to pick out the information they need from a confusing mountain of words.

Your Editor is designed to make the job of formatting and structuring your content as easy as possible. There are few basic steps you can follow to add simple structure to your pages, so that reading them is more of an effortless pleasure rather than a laborious task.

First - Try splitting your content into relevant paragraphs rather than one huge block of text. Your content will instantly be easier to read.
Second – Add headings and subheadings to break up the content. This also works to introduce various sections of information and makes it easier for visitors to quick scan the page to see what information is offered.
Third – Add images of good quality and relevance. They're a great way to break up the page and work as a great team with text to provide quick and detailed

information. They do say that a picture is worth a thousand words and where web pages are concerned, that's absolutely correct.

Fourth – Add Formatting and structure to your text to highlight the various areas of information and make it easier for visitors to find the information they need quickly.



Let's look at the formatting options.

The formatting options include:

Format – Normal Text or Headings; 1, 2 and 3 (Heading 1 being the biggest). Avoid setting all your text in a heading format though as this will defeat the object.

Font – Choose from 6 typefaces: Arial, Comic Sans, Courier New, Tahoma, Times New Roman, and Verdana. Choose one typeface and stick to it for the main content. A different font can be used for headings but avoid using any more than two fonts on any one web page.

SIZE – Sizes from Small to HUGE offer a great way to make text stand out. For the bulk of your text, use small or medium and use the larger sizes for headings or important statements.

BOLD – Text is thicker and darker. Italic – text slants to the right. Underline – A line under the text.

COLOUR – Choose the colour for your text from a colour grid or a full colour chart. For a clean design, avoid using more than 3 colours on a page.

HIGHLIGHTED Text – Lay a block of colour over a word or line of text to highlight.

INDENT – A paragraph or block of text really stands out from the main body of text when indented.

BULLET points – Great for lists of information. Each line is prefixed with a bullet point and the whole list is indented.

HORIZONTAL LINE – Separate different sections of information with a thin line across the page.

JUSTIFY – Left, Centre, Right and Block. Each paragraph allows individual positioning.

Less is More……

The best way to use these options is sparingly. Don't overdo formatting otherwise your page could end up being even more difficult to read. Less is More where text is concerned. Start with a nice clean set of uniform paragraphs in one main colour and add structure to your page by using just a few of the various options.