Anatomy of a
WEBSITE

Words, images, formatting...oh my! How do you use these three elements to get your message across to the person on the other side of the screen? Chances are that your website is just one of many that a person will scan before making their decision.

Here are a few tips to use for key parts of a website. #anatomyofawebsite

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Make text more scannable with[1]:

>> Short sentences and paragraphs

>> Lists and bullet points

>> Whitespace

IMAGES

Text with images are viewed 94% more than text without images.[2]

94%

Support text on your website with relevant images.

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IMAGES

SECOND PERSON

SOCIAL PROOF

FONT

USE SECOND PERSON (YES, YOU)

There is nothing wrong speaking directly to the people you want to work with instead of in the third-person.[3] So use "you." It is like the Internet's version of making eye contact.
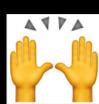
FONT

Some fonts exude **FUN**. Others are more serious. Yet others are **unsettling**. Find the one that allows people take you seriously, and brownie points for one that adds to your message or business personality.

SOCIAL PROOF

Third-party endorsements add credibility to your work.[4] A few examples are testimonials, case studies, published articles, logos, an endorsement from an influencer—the list goes on.

Utilize these tips to make a stronger message so that your words, images, and formatting serve as the arteries and ventricles that allow your message to flow effortlessly, and be relatable and credible, too.

SOURCES:

[1]https://expresswriters.com/5-ways-to-use-bullet-points-web-content/
[2]http://blog.hubspot.com/marketing/images-in-blog-posts-tips#sm.00000132txleq4d4nylumplqij08ibody of text
[3]https://blog.alexa.com/content-writing-tips-write-copy-landing-pages/
[4]https://blog.bufferapp.com/social-proof

This has been a Turns of Phrase infographic.
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Turns of Phrase

65%