

PLAN FOR THE SCAN

Half of all website visitors scan for just **15 seconds** before they lose interest.

A Simple Solution

Newspapers face the same 15 second challenge. To address the issue they use something called **visual hierarchy**. The largest headlines summarise the main points allowing us to quickly determine if we are interested in reading more. If the headlines don't satisfy a particular need, we simply turn the page or pick up another newspaper!

Visual Hierarchy

Apply the same principle to your website. If your visitors can't see what they are looking for after a 15 second scan, they will go to another website.

Here's a basic example of how visual hierarchy can work:

START WITH AN EYE-CATCHING TITLE

Then expand on the title underneath in bold text.

At the point your visitor has scanned the title and the bold text, they have already decided whether to read more - or to go.

Sub-Titles

Use subtitles to help your visitors navigate to the next point or go back to the previous point.

SUMMARY

Three factors determine how long your website visitors remain. It's all about information:

1. How quickly they can find it?
2. Is it useful or interesting?
3. Does it meet the reason for visiting your website in the first place?

WEB EZI TIP:

Use visual hierarchy to organise images and icons.

