

Blancminge

Top six tips for copy layout - how to achieve clarity

The way you lay out your ebook sales site content has a direct effect on how many sales you make. It affects the way search engines 'see' your pages too.

Here's our top ten tips for making sure your visitors will stick around long enough to 'get' your message, and search engines will understand what your priorities are:

1. Split your copy into headers, subheads and body copy for visual clarity and to instruct search engines which elements of your proposition are the most important
2. Break your body copy into short paragraphs so it's easy to read
3. Use bold text to highlight important words or phrases within your paragraphs
4. Avoid Camel Case, Where Every Word In A Sentence, Subhead Or Header Starts With A Capital Letter. It Makes For A Very Jerky And Uncomfortable Read!
5. Avoid using too many different fonts. Stick to one or two
6. Avoid using too many different font sizes. Stick to three - header, subhead and body - and highlight important bits with emboldening and italics

