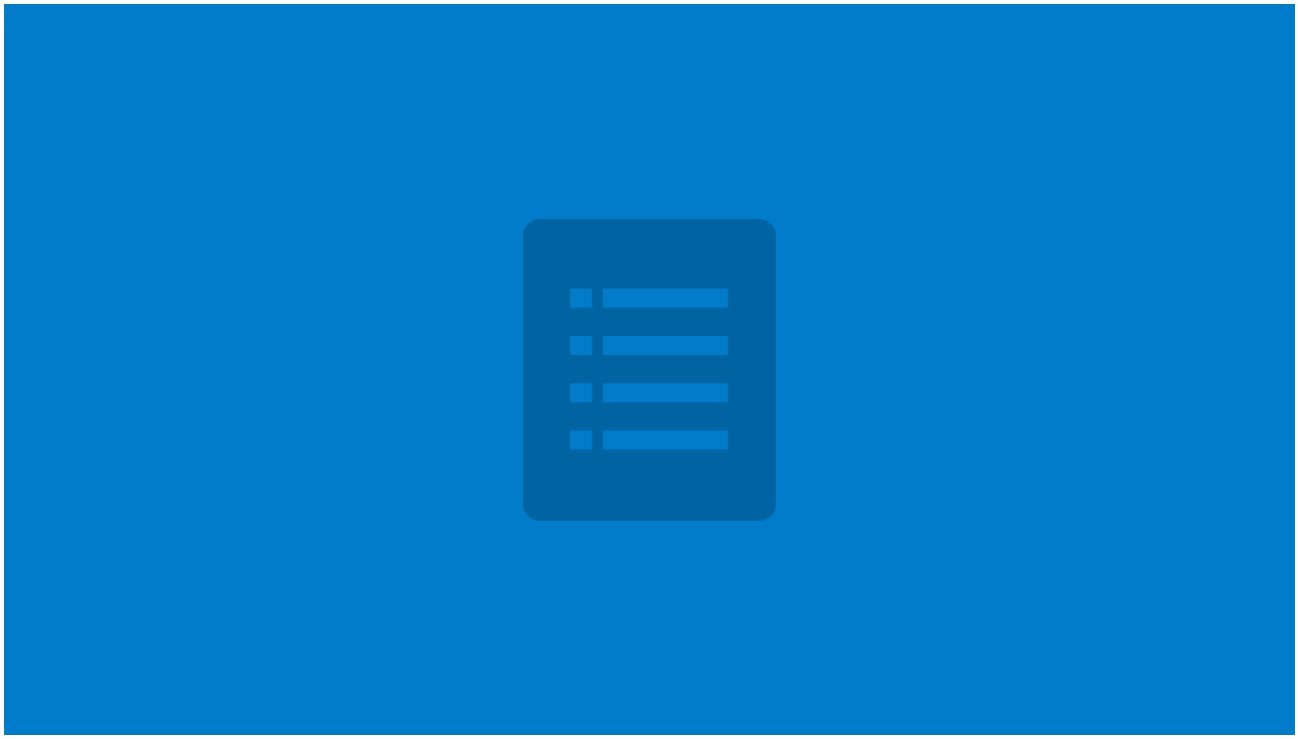
HOW-TO:

Ways To Make Your Content Easier To Read



- [ ] Use Subheadings
- [ ] Keep Your Paragraphs Short
- [ ] Use Lists
- [ ] Use Visual Aids
  - [ ] relevant photos, infographics, slideshows, videos, etc
- [ ] Highlight Important Points
  - [ ] use bold, italic or pull quotes
- [ ] Use Readable Fonts
  - [ ] keep it simple. use commonly-used fonts such as Arial, Times, Verdana
  - [ ] use no less than 12px for body text. Use bigger size for subheaders
  - [ ] be consistent with your font styling sizing and colors

Why Make Your Content Scannable?

- [ ] Less intimidating
- [ ] Easier to navigate
- [ ] Makes o great impression
- [ ] Allow readers to rest their eyes

- [ ] Keeps readers from getting bored
- [ ] Makes content a little more interesting
- [ ] Motivates readers to read through the whole content

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