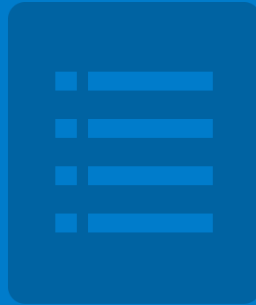


HOW-TO:

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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