

Formatting tips to improve readability

Most people scan rather than read word by word – which is why formatting can make or break your content, whether it's a web page or a report. Here are some tips:

Use bullet points because ...

- they're easier to scan
- people can find information faster
- they use less words.

People often have lists in comma form in their copy. If you want these to actually be read, they need to be converted into bullet points.

Embrace short paragraphs

Large blocks of text are off putting, so only have a few sentences in each paragraph – if that. There's nothing wrong with having a paragraph that's only one or two sentences long.

Use subheads

Subheads improve readability by:

- breaking up the copy
- making it easier for people to scan
- adding extra extra points into the copy.