1 Create an obvious path for the eye to follow.
   » Most readers start in the top left corner. Use this to your advantage by placing important information in that quadrant.
   » Likewise, avoid placing strong visual cues (like call-out boxes) at the bottom of the page, where readers will be tempted to move on too quickly.

2 Use visual hierarchy.
   » A bigger text size signals importance. So does the order of the text on the page. Use distinct text size, color, and placement to help readers focus on your main message.

3 Use a grid to keep content and images aligned.
   » Grids provide a structural balance — particularly on the web.
   » Plus, readers are accustomed to them from magazines and newspapers.

4 Incorporate white space.
   » White space gives content a clean look and improves readability. Add extra space (or padding) around images, call-out boxes, and sections of text.
   » As a general rule, leave more white space above a header than below it.

5 Use bulleted and numbered lists.
   » Lists are easier to scan and read than blocks of text. They also help break up your content and add white space.
6 Use conceptual cues.
   » For example, colors can reinforce key messages and recommendations. Try using the stoplight framework (green, yellow, red) to signal level of severity or risk.

7 Use images to facilitate understanding.
   » People are more likely to comprehend and retain content when it's combined with pictures.
   » Make sure images are relevant, placed in context, and include a descriptive caption.

8 Use icons or images to call out important content.
   ★ Checkmarks, stars, and arrows are examples of icons that are often used to highlight information. Icons can also be used to group similar content.

9 Consider sans serif fonts.
   » In general, sans serif fonts (like Verdana or Calibri) are cleaner and easier to read, especially online. Be sure to look for fonts with wider letters.

10 Increase your font size.
    » Small font sizes are hard to read. Use 16 pixels (px) or larger for the web and a minimum of 12 points (pts) for the body of a print document. Remember, it's better to go too big than too small.