

How To Resolve Common Mistakes With Text In Website Builder

Tip 1: Keep it short

When customers visit your site they will often scan through a page looking for the information they want. You can help your customers by following these guidelines:

- Keep sentences short
- Use headings (H1, H2 etc) consistently
- Use bullet points for lists or numbers if the list is sequential

Tip 2: Focus on formatting

Formatting should be used to communicate meaning, not for decoration. It's best to avoid:

- Multiple colours
- Underlining (except for links)
- Italics at small text sizes

Tip 3: Do not vary fonts

Mostly, you should use one or two fonts across your whole site. Typically you might use one font for headings and another for the main body of text. Your customers will always value legibility. Also, you will want to check your published site on a phone and tablet and confirm that your fonts are easy to read.

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