



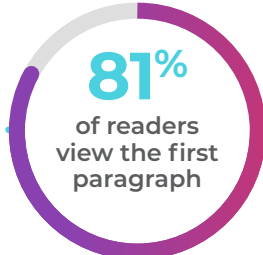
# How Good UX Keeps Prospects Reading Your Content

Eye tracking research shows the right layout and organization can improve engagement.

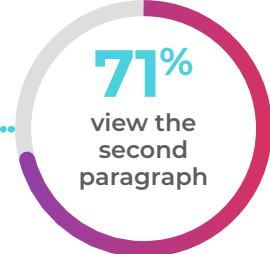


## WHAT THE EYES SEE

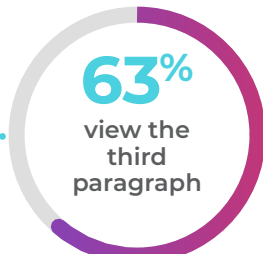
People's eyes focus on the first few sentences of a piece.



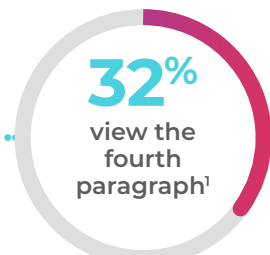
Then they scan the first few words of subsequent paragraphs.



This means dense copy doesn't perform well with readers.



Instead, use smaller chunks and add callouts or subheads.



## ATTRACTING THE GAZE

The eye is naturally attracted to text shaped differently than the surrounding copy. Use percentage symbols, numbers, bolded words, and quotations to increase interest.



of engineers researching purchases prefer concise information with links to in-depth content.<sup>2</sup>

## DESIGN FOR THE WAY PEOPLE READ

### Dense copy

Research shows a gaze pattern that resembles an "F".

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### Concise copy with headings

Gaze patterns resemble a tasty layered cake.

#### HEADER

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## Engage your audience and drive performance

Effective content marketing demands thoughtful planning, consistent creative execution, and ongoing optimization. Download the [Content Marketing Guide](#) to learn more about how to create engaging B2B content or contact PMG today.

