Quick Tips for Content Teams

A roundup of tips for improving reader experience that any content creator or producer can use to their advantage.

Increase engagement to improve the quality of your traffic

The most-viewed area of the page is just above the fold, the line where about 50% of readers will drop off. However, getting readers below that line pays off — we see them reading 3x more. Knowing where your readers are dropping off can lead to better content layouts that encourage stronger reader engagement. Here’s a few tactics you can use to get started:

- **Improve lead-ins.** A great first sentence can keep readers highly engaged.
- **Use powerful quotes.** Reposition them higher in the story to encourage deeper reads.
- **Simplify information.** Readers will drop off if the language gets too complex. Try rephrasing it for your complicated topics.

Help readers find more information through additional links

- Does your data show fairly quick drop-offs? Use links to your best content to give those readers more reasons to stick around longer.
- How much time do audiences spend reading your content? Identify the articles that receive the highest engagement from your readers — they’re great candidates for related links.

Find content suited for your homescreen

Did you know that loyal visitors take in more than 3x the content of non-loyal ones?

Your homepage or primary landing page is the place where you’ll most often find your loyal audience. Make sure you curate your content to ensure it will resonate with them so they continue to come back.

Optimize your underperforming content

Focus on content that is showing low engagement (e.g. low time on the page, readers bouncing early and often) — because those pieces are your best opportunity to improve. Adjust the headline or image, or consider moving another story into that spot.

Measure your impact.
Once you’ve added relevant and engaging links, you should see recirculation numbers increase.