# 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.

## 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.

## 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.

**Measure your impact.**
Once you've added relevant and engaging links, you should see Recirculation numbers increase.

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