QUICKSPROUT

8 Powerful Takeaways from

Eye Tracking Studies

Takeaway #1: Put your most valuable content above the fold

- Make sure you are placing enticing information above your fold. When doing this, be careful: don't try to make your sell above the fold cluttered by cramming in tons of calls to action.

- Work on making your messaging and copy appealing. That's what will encourage people to read more and potentially purchase from you.

Takeaway #2: Put calls to action at the bottom of the page

- Use calls to action at several points on your site.

- Also remember call to action that's located towards the bottom of your page will gets a large portion of clicks.

Takeaway #3: People read big, bold headlines

- Remember dominant headlines most often draw the eye first upon entering the page.

- To learn more read importance of headlines and how to write them.

Takeaway #4: Chunks of information are best

- You should break up your content into short paragraphs, provide headings, use bullets, and create numbered lists.

- Illustrate the idea that people look at the headings with strong visual elements — central positioning, strong colors, and well-thought-out spatial organization.

Takeaway #5: You need a lot of white space

- Remember the more expansive layout with negative space encourages clean movement and better intake of the data.

- In reality, negative space is valuable because it facilitates movement through the rest of the page.

Takeaway #6: The left side of your page is important

When designing pages or positioning content, maximize the left side of the page by placing important elements there because Eye tracking studies indicate that users spend most of their time with their eyes on the left half of the page.

Takeaway #7: Get rid of banners

Remember people ignore web banners. Unless you have no other way to monetize your site, you shouldn't use banners.

Takeaway #8: Pictures of people are good

There are at least four takeaways from the eye tracking studies on this subject:

- **Use pictures of people as design elements** - you may wish to use images of people on your home page. People look at other people and, as a result, stay longer on the page.

- **Use a picture on your About page** – people are more likely to believe you, trust you, and do business with you if they see what you look like.

- **Use your picture on your LinkedIn profile** - it engenders trust.