

## VISUAL IMPACT ONLINE

Your emails, blog, and website can either engage readers—or turn them off.

To keep people reading—and looking forward to hearing from you—think of your digital spaces as a blank wall where you curate not just your art, but also your words and design elements.

Let me emphasize: **Your art should be the star, not the font, logo, or color scheme.** Every design decision should elevate the art. (We have additional Essentials lessons on visual branding, but this is not our concern right now.)

With that in mind, here are ways to both elevate the art and hold your viewer's attention.

### Images Make an Impact

You're lucky: You're selling something visually compelling. That's a major asset in online marketing—use it well.

- Use big, beautiful images of your art in emails, blogs, and web pages. "Big" matters: Tiny images won't spark interest.
- Do not use additional visual graphics that will compete with your art.
- Aim for your image to fill at least 75% of the column width unless it's very vertical.
- Glimpses of more images below the scroll line encourage scrolling.
- Don't skip image captions—they're often read before body text. Use them to include complete credit lines for your art or perhaps a short description of an image.

### Subheadings Guide the Eye

Think of subheadings like the one above as visual road signs.

- Use H2 or H3 heading tags on websites and blogs to break your content into clear sections. They help both readers and search engines understand your content. Once your site's formatting is customized, it's easy to reuse subheading styles.
- In emails, use subheadings to separate content and signal a shift in topic.

### Short Paragraphs Rule

Forget high school essay formatting—white space is your friend.

- Short paragraphs make dense ideas digestible.
- Aim for 1–2 sentences per paragraph. It may feel odd at first, but it suits online reading habits.

## Lists Are Skimmable

Avoid cramming lists into one long sentence separated by commas. Instead, use vertical space to help your reader absorb the message.

Here's what numbered or bulleted lists do well:

- Group your main points together.
- Break up blocks of text.
- Make your message easier to scan.

## Bold = Emphasis

Use bold type to highlight what you really want people to see. Or try indented pull quotes or text with background color for added visual interest.

But beware: **If everything is bold, nothing stands out.**

★ IMPORTANT: While I wrote all of the above to apply to websites, blogs, and emails, all of it can be **adapted and applied to your social media activity.**