



Opening Paragraph for a Web Page - Ways to Capture the Audience

The biggest challenge for a web content developer is to attract the visitor to read the content. Those who visit the websites tend to scroll through a page to see if it has the information he or she is looking for. So, it is important for the content developer to present the information in such a way that the visitor is engrossed in the content right from the first paragraph.

1 - To the Point Content - Well before start of writing, the writer of the web page should realize - What is the information that the readers expect to get from this page? It is a good idea to put yourself in the readers position to get a clear picture. Once this is understood, hit the note, right from the beginning. No high sounding words and no elaborate introduction. Launch into the topic of the page in the first sentence of the first paragraph itself. This will give the visitor a feel that the site is serious about the business and it's a no nonsense place. This first impression is surely going to fetch some time to the visitor in order to read the content with full concentration.

2 - Attractive Presentation - It is not just about the content or information. It is also about how you present the information to the reader. Studies have shown, that 79% of the web users scan through a page to get what they are looking for, instead of reading word by word. [Ref: <http://www.sun.com/980713/webwriting/>] So, it is effective to present the content in a manner that eases the process of their scanning. To grab the attention of the reader, bulleted points, color formatted text or words, are very much effective. This type of presentation helps the reader to scan the page and easily find the topic he is looking for.

These are some of the tips to capture the audience right from the beginning of the page. But be sure to keep each and every paragraph of a web page equally interesting, informative and error free as the reader can always skip to another site!

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