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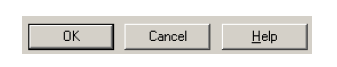
pg4

*action buttons*

*these buttons solve a common problem that suctomers encounter on websites: knowing what can and cannot be clicked on.*

By adding shading to an otherwise flat button, you make it easier for people to find your links.

*This visual illusion works because it takes advantage of what people already know about physical buttons.*



Buttons looks 3d, to make them look as if you can press on them. You can take advantage of this knowledge by making the most important buttons on your website look 3d too.

HTML action buttions.

Size

Bigger buttons are easier to see and easier to click on, but they take up more space.