**D2 – Aiding User Access to Information**

While websites can present a lot of content (as pages have no upper limit on length or width), a user will get a better experience if the page has been designed to convey this content in an approachable and easy-to-understand manner. To achieve this, design choices about the content and its layout must be considered.

**Layout and Design**  
The most important part of content layout is spacing – how content is positioned on the page.  
Text should be in a column – for simple static content, this is often a wide column down the centre of the screen, much like this document you are reading right now. If text goes to either edge of the screen, it becomes hard to read, as the eye must scan a long a horizontal distance, and it is harder to find the next line.  
For pages with more going on, the column may be on the left, with other content such as adverts, information or pictures on the right. Placing it on the left would (subtly) signal that it is more important than the main text, making the page feel unbalanced. In general, more important content is more towards the top-left corner, and less important is in the bottom-right. Exceptions include minimalist pages that may have all content centred, or dynamic pages that change layout as the user scrolls.  
The next thing to consider is colour. Colours should be complimentary (look good next to each other), and text should have a high contrast with the background, so it stands out.

**Content**The most important part of content clarity is using proper English – if there are mistakes, misspellings, typos, or grammatical errors, it becomes harder to understand the content, and users will be more inclined to give up and try elsewhere.  
Also, spacing is important – content should use paragraphs, headings, etc, where appropriate to avoid the ‘wall of text’ – a large block of uninterrupted text that is not appealing to users, and makes it hard to scan for information.  
Another way of breaking up content is to put it on separate pages. This means that extra information is available to the users, should they choose to click on the link, but it does not distract from the content the user is currently viewing.  
While text is one of the most common information mediums on the web, there are other ways to present information too, such as videos, podcasts, animations and pictures. These can be used interchangeably with one another to provide varied and comprehensive coverage of the content.