

# 10 tips for structuring content

Structuring web page content can help users understand what you're trying to communicate. Good structure makes it faster and easier for people to find what they want and ensures they don't miss what they've come for.

<b>1</b>	<b>Accommodate users' needs and tasks</b>	Structure information with users' information needs and tasks in mind. What will make most sense to them? What will help them find what they need faster?
<b>2</b>	<b>Break content into meaningful chunks</b>	Make information manageable and easy on the eye and brain by breaking it down into bite-sized chunks.
<b>3</b>	<b>Group related chunks</b>	Bring related chunks of information together so users don't overlook anything they need.
<b>4</b>	<b>Place important information at the top</b>	Start with the most important information (on the page, in a paragraph, in a sentence, in list items). Get to the point quickly. Provide background later.
<b>5</b>	<b>Try the MADE formula</b>	Lead with the <b>M</b> ain message, then the <b>A</b> ction. Then provide the <b>D</b> etail and then <b>E</b> xtra detail.
<b>6</b>	<b>Try the inverted pyramid</b>	Start with the conclusion, not the introduction. Make your key arguments or points and then provide the background.
<b>7</b>	<b>Try an informative summary</b>	If you cannot edit the content (for instance, if it's a policy, report, or academic paper), write a summary to present the important information at the start.
<b>8</b>	<b>Use accordions with care</b>	Accordions can make content less visible and make users work harder. Avoid when users may need to read several sections of the content.
<b>9</b>	<b>Don't rely on within-page links</b>	Anchors can confuse some users, and they're hard to use on smaller, touch-based screens. Prioritise messages, edit ruthlessly, use meaningful headings. Within-page links should be a last resort.
<b>10</b>	<b>Split based on tasks and topics, not length</b>	Users do scroll, so don't split pages based only on their length. Tasks and topics, and the needs of your users should be your guide.