



[SME Business Online Strategies](#) [the e-book](#)

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***(e-book excerpt)* Importance of White Space**

A clean layout that uses a lot of white space enhances a site's looks. White space is an important layout technique often overlooked by most people and takes on an added importance on the web.

HOT TIP :

If you must use a creative font, that everyone must see - convert the selected text into a graphic.

Use this option sparingly, though, since it will increase your web pages' download time.

Without an adequate amount of white space, text would be unreadable, graphics would lose their emphasis, and there would be no balance between the elements on a page.

Research shows that white space provides our brains with much-needed breathing room to absorb the material displayed before us.

Applying different fonts and typefaces in web site design is not as simple as it is in print design.

There's a lot of difference between the web design and a print design. The 'print design mind' makes the art

the priority and the 'web design page makes the content the priority.'

If you desire to force a typeface in the text of your web pages, it is recommended that you use the most common typefaces like the Times and Times New Roman, Arial and Verdana.

The reason being if you want a typeface like 'Avant Garde' than the user should also have this typeface to view the information otherwise your web pages will look completely different than what you intended.

Use fonts and typeface that will be available on all computers to prevent your site looking messed up.

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