

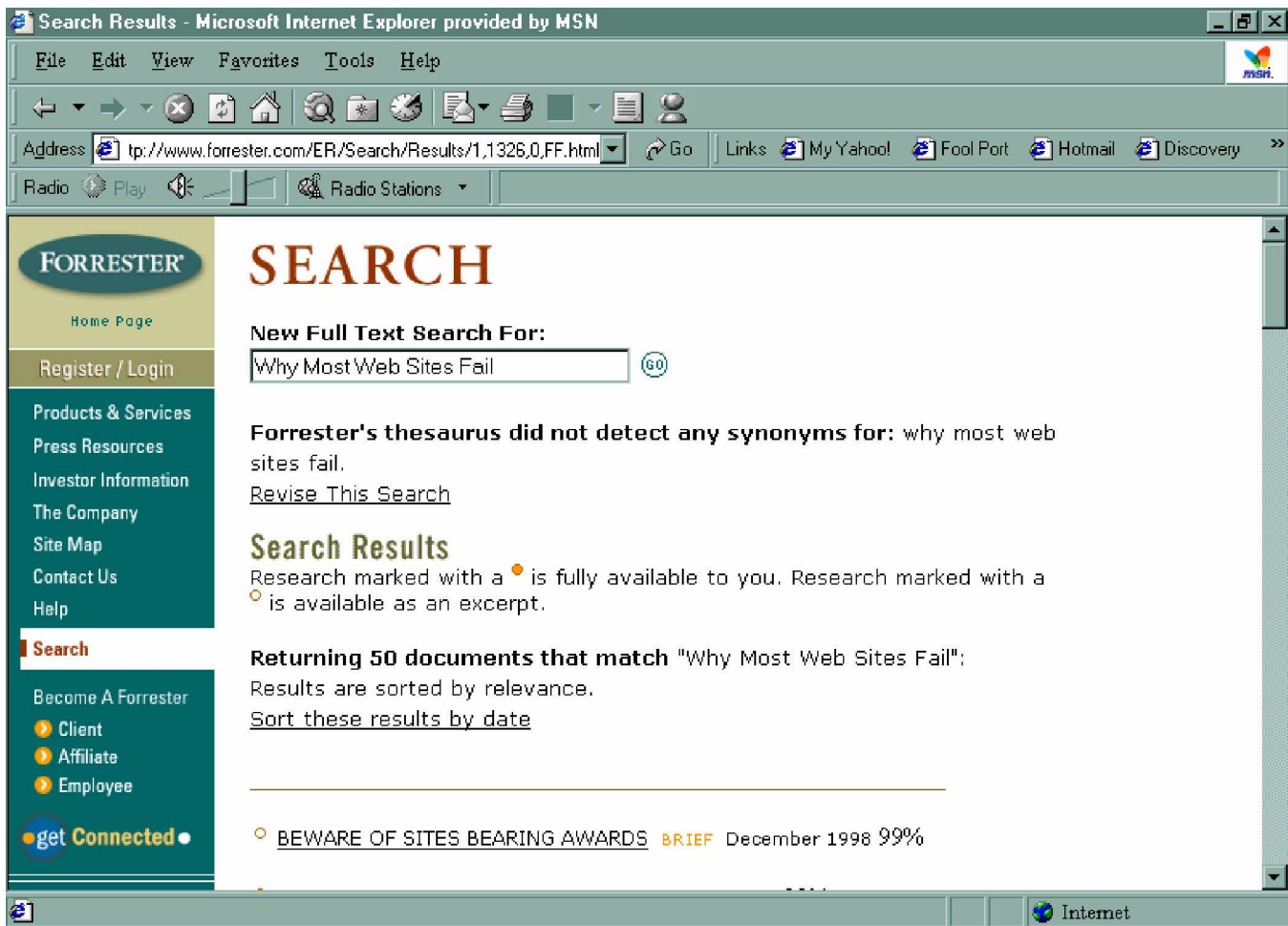
## Lost Below the Fold

We searched for a report from Forrester called “Why Most Web Sites Fail.” The first message on the results page said the thesaurus didn’t find any synonyms for our search terms. We don’t know what that means, but it sounds negative enough that most people would figure the search failed.

In fact, the search did turn up the very report we wanted. But it hid it in a list that’s “below the fold”— invisible except to that rare user who is patient and savvy enough to look further despite the bad news up top.

True, we had turned on an extra toolbar that took up screen space at the top of the browser. But many users do the same thing. If you put your important stuff near or below the bottom of the first screenful, you risk hiding it from your users.

www.forrester.com



The screenshot shows a Microsoft Internet Explorer browser window displaying search results on the Forrester website. The browser's address bar shows the URL: [tp://www.forrester.com/ER/Search/Results/1,1328,0,FF.html](http://www.forrester.com/ER/Search/Results/1,1328,0,FF.html). The Forrester logo is visible in the top left corner of the page. The search results section is titled "SEARCH" and shows a search for "Why Most Web Sites Fail". The results indicate that the thesaurus did not detect any synonyms for the search terms. The search results are sorted by relevance, and the first result is "BEWARE OF SITES BEARING AWARDS" with a date of December 1998 and a 99% match. The browser's status bar at the bottom shows "Internet".