

Squandered Vertical Space

When oversized decorative elements hog the top of the page, they push important stuff (content, functions, search results, navigation, etc.) down “below the fold,” where it is invisible unless users scroll.

Solution: Keep logos, banner graphics, and display type shallow; make full use of available horizontal area rather than eating up precious vertical space. If necessary, signal the presence of critical material hidden below the fold and provide page navigation to jump down.

Below left, no content is visible on this page because the vertical space has been wasted on a needlessly large “Avanta” logo; deep, non-informational images in the banner; and a lot of legal verbiage about the copyright. Below right, by shrinking and re-locating the logo, minimizing the images, and replacing the legalese with a link, lots of the squandered real estate may be regained for content.

