



Create Easy to Understand Content

Clear and Concise Writing With Scannability

acrolinx

Scannability helps structure your content so your audience can **find** and **understand** your message quickly and efficiently.

One of the biggest challenges enterprises face is how to present highly technical, instructional, or complex content in an engaging and meaningful way. When your audience can't easily find and understand the information they need, they become confused and frustrated.

What is Scannability?

Scannability from Acrolinx keeps your content clear and easy to understand, no matter who's reading it. The Acrolinx Sidebar guides your writers to create content that's clear and concise, so it's easy for your customers to find, understand, and use.

How does Scannability work?

Scannability expands on Acrolinx's ability to capture your content requirements and implement them across your content workflow. This results in content that's aligned, consistent, and on-brand.

Scannability can:

Provide actionable guidance and analytics to measure success.

Support writers with feedback and guidance to increase content clarity.

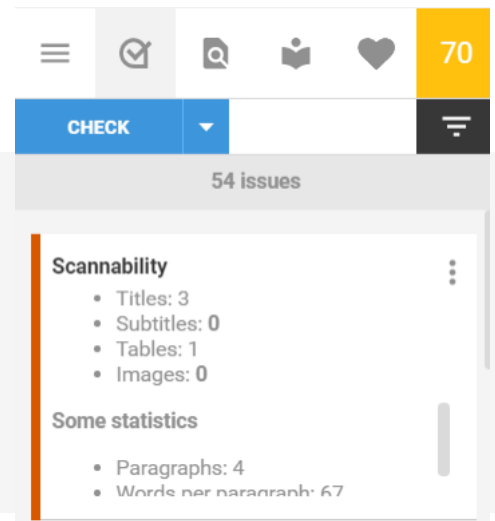
Optimize the organization of structured content.



What does Scannability do?

1 Complete Scannability Overview

When you check your document with Acrolinx, the top of your Sidebar report shows a Scannability summary. This breaks down the format and structure of your content, by listing the number of titles, subheadings, tables, images, and paragraphs. The Sidebar also reveals statistics about the average number of words per paragraph and average number of items per list.



2 Concise Paragraph Messaging

One of the best ways to deliver great customer experiences is by keeping your paragraphs short and direct, so they're easy to read.

Generally, your introductory paragraphs shouldn't exceed three sentences, and paragraphs themselves should be kept to 75 words or less. Acrolinx highlights sections of text that could be more concise, to guide writers to create clear, and understandable content from the first draft.

4 Maintain Easy to Understand Lists

To avoid overwhelming your readers with information, it's best to keep individual list items to 25 words or less. It's also much easier for your readers to access the information they need when list items don't exceed five bullet points. The Acrolinx Sidebar will highlight this to your writers to help keep lists clear and consistent across all the content they produce.

6 Create Focused Documents

Scannability assists writers by keeping them focused on the right topics, by recommending changes to remove irrelevant, off-topic information. This allows your audience to digest your content faster, in a clearer and more concise format. Additionally, by focusing your content, you can see significant savings in printing, translation, and writing costs.

3 Streamline Difficult Sentence Structures

In the same way, the Acrolinx Sidebar highlights large blocks of dense text, to help guide writers to break them up with headings, tables, and lists. This adds structure to the text, making it much easier for the reader to find and understand the information they need.

5 Keep Tables Under Control

Tables can easily become complicated, confusing, and challenging for designers, while also making documents difficult to read and understand. Scannability focuses your writers to keep tables short and easy to read.



Why is Scannability important?

Scannability helps customers find answers to their questions more quickly—which has a positive impact on customer experience, retention, and NPS.

What's more, Scannability helps make your content more accessible for all readers. Similar to the principles of plain language writing, Scannability helps make sure the structure and design of your content are clear and easy to understand. This means your readers can easily find what they need, understand what they find, and turn that information into action.

Plain language writing doesn't assume that all people have the same literacy levels, or any prior knowledge on the topic they're reading about. It helps make sure information is accessible and inclusive of all readers. It also leads to accurate translation and localization of content, which helps reduce costs.

Ready to Learn More About Scannability?

Let's Talk



ABOUT ACROLINX

Acrolinx is an AI-powered software platform that improves the quality and effectiveness of enterprise content. We help some of the world's most valuable brands meet complex content challenges at immense scale — across writers, languages, and cultures. Acrolinx delivers a unified content experience across all digital touchpoints, all while avoiding editorial bottlenecks, quality issues, budget overruns, and compliance risk.

Learn more at acrolinx.com