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Above the fold was first used to describe the

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placement of content on a newspaper's front page. The paper's headline and lead stories are placed on the portion of the front page that remains visible to the reader when the paper is folded horizontally for display on a newsstand.

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Today, the fold no longer refers to an actual fold in a newspaper, but the bottom of a browser window, or approximately 600 pixels from the top of the page. Why Is Above the Fold Important? Content layout and placement is important because content that appears above the fold is what is first visible when the user loads the page.

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## **Above the Fold: Understanding the Principles of Successful ...**

"Above the Fold" is not about timely design or technology trends; instead, this book is about the timeless fundamentals of effective communication within the context of web design. It is intended to help you, the reader, understand the considerations that web designers make when developing successful websites.

## **Above the Fold: Understanding the Principles of Successful ...**

Above the fold remains an important part of website design, although the notion has become more and more complex with each passing year. While it may not be seen as consequential as it once was, it still requires understanding and consideration for all websites seeking to present an engaging experience for their visitors.

## **Above the Fold: Understanding the Principles of Successful ...**

Above the Fold (PDF) is an ebook about the fundamentals of clear graphic communication within the context of Web design.

## **AboveTheFoldBook - Medium**

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## **What is above the fold? - Definition from WhatIs.com**

Above The Fold [ATF] What does Above The Fold mean? Above The Fold in online advertising (or ATF) refers to the viewable space on a webpage when it first loads. It is a term taken from print media. The 'fold' used to mean the literal fold in a newspaper, but on a computer has come to mean the bottom of a users screen before scrolling down.

## **Above the fold : understanding the principles of ...**

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## **Above The Fold**

We work with business owners and entrepreneurs to turn online leads into paying customers. We make it simple for you to understand the results of your marketing investment so you can focus on managing your business.

## **Above The Fold Definition | The Online Advertising Guide**

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