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Above the Fold, Understanding the Principles of Successful ...

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the fundamentals of clear graphic communication within the context of Web design.

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Above The Fold Definition | The Online Advertising Guide

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Above the Fold vs. Below the Fold: Does it Still Matter in ...

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

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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.

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

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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.

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