

PRACTICAL BUSINESS GUIDE

Section Hierarchy

Explain how section order and visual weight shape how a visitor reads a page, and how to decide which message should appear next.

Why Visitors Stop Scrolling

Section hierarchy is the deliberate order and emphasis that tells a visitor what matters now, what supports it, and what comes next. It is a decision sequence, not simply page length.

01

Sequence the questions.

The same proof can be powerful after context and confusing before it.

02

Vary the visual weight.

Contrast and spacing tell the eye where to stop.

03

Build the case instead of repeating it.

Alternating dense and light sections makes a long page easier to process.

[Use this guide →](#)

PURPOSE

The problem this guide helps you see

MISSION

Explain how section order and visual weight shape how a visitor reads a page, and how to decide which message should appear next.

WRITTEN FOR

Businesses with long home or service pages where every section feels equally important, repeated or difficult to sequence.

USEFUL BOUNDARY

This is not a rule to move every persuasive element upward. Some proof only becomes meaningful after the visitor understands the offer.

DEFINITION

Section hierarchy is the deliberate order and emphasis that tells a visitor what matters now, what supports it, and what comes next. It is a decision sequence, not simply page length.

THINK OF IT LIKE THIS

A newspaper leads with the story that earns attention, then uses sequence and visual weight to help the reader decide what deserves another minute.

MECHANISM

Why Visitors Stop Scrolling

The useful test is whether the page helps the visitor understand, trust and act - not whether every planned block is present.

ATTENTION

01 ORIENT

What is this and why is it relevant?

02 BUILD TRUST

Answer the first hesitation.

strong

03 ADD DETAIL

Support active evaluation.

04 STRONGEST PROOF BURIED HERE

Too much attention has already been spent.

thinning

05 ACTION

Ask after readiness.

Sequence test: each section should answer a question created by the one before it.

USEFUL TEST

Test the live page as a first-time visitor on the real device. Judge the decision it supports, not the intention behind the design.

COMMERCIAL EFFECT

Why this changes what visitors do next

Page structure changes how much effort a visitor spends understanding, trusting and acting on the offer.

WHAT CHANGES

Decision sequence

The same proof can be powerful after context and confusing before it.

WHAT CHANGES

Scanning

Contrast and spacing tell the eye where to stop.

WHAT CHANGES

Readable rhythm

Alternating dense and light sections makes a long page easier to process.

WHAT CHANGES

Opportunity cost

Repeated claims consume attention without advancing the decision.

WHAT CHANGES

Orientation

Navigation and labels can reflect how visitors actually evaluate the offer.

WHAT CHANGES

Commercial visibility

Persuasive content cannot help visitors who regularly stop before reaching it.

Evidence boundary: structure can change comprehension immediately. Commercial effects still depend on the traffic, offer and the rest of the live journey.

FAULT REGISTER • 1 OF 2

What I would flag

Severity reflects customer impact. Each fault is paired with the visible consequence and what it costs.

CRITICAL

The strongest content is buried

A decisive piece of proof, explanation or differentiation appears after long or weak sections.

The best reason to choose the business is seen by fewer of the visitors who need it.

MAJOR

Every section has equal visual weight

Headings, backgrounds, cards and spacing repeat with little indication of priority.

The page feels flat, so the visitor must decide what matters without help.

MAJOR

Dense formats repeat back-to-back

Long prose sections are stacked without changes in format, spacing or emphasis.

Reading feels more demanding than the information needs to be.

FAULT REGISTER • 2 OF 2

What I would flag

Severity reflects customer impact. Each fault is paired with the visible consequence and what it costs.

MODERATE

The same message is repeated

Several sections restate one benefit instead of building the case.

The page grows longer without making the decision easier.

MODERATE

The order follows the business, not the visitor

The page mirrors an internal structure rather than the questions a customer asks.

Visitors jump around or leave because the sequence does not match their mental model.

READ NEXT

Trust Signals

Good hierarchy depends on knowing when confidence must be built before commitment.

Read next →

CORRECTION

The assumption that keeps this problem alive

COMMON MYTH

If it is important, put it at the top.

Better framing: Some information only becomes persuasive after the visitor understands the offer. Hierarchy is about readiness and sequence, not moving everything important upward.

WHY IT PERSISTS

Internal structure

Teams organise pages around departments and content ownership.

WHY IT PERSISTS

Equal treatment

Consistency is mistaken for giving every section identical weight.

WHY IT PERSISTS

Accumulated edits

New blocks are added over time without revisiting the decision sequence.

WORKING CONTROL

Orient first

Explain the offer and its relevance.

WORKING CONTROL

Answer the next hesitation

Let each section earn the one after it.

WORKING CONTROL

Ask after readiness

Place stronger actions after enough context and confidence.

Useful boundary: Reduce uncertainty for the visitor before adding visual sophistication.

STANDARD

What a working version looks like

This describes the condition to reach. The exact implementation depends on the page, customer and offer.

AREA	FAILING PATTERN	WORKING PATTERN
Sequence	Internal business structure drives order	Sections follow customer decision questions
Weight	Every block looks equally important	Emphasis changes with the section job
Rhythm	Dense formats repeat without relief	Text, proof, visuals and actions create cadence
Repetition	The same benefit is restated	Each section advances the case
Proof	Evidence is too early or buried	Trust appears when the visitor can value it
Action	The CTA appears randomly	Commitment follows enough context

QUICK SELF-CHECK

- Each section has one clear job
- The next section answers a question raised by the previous one
- Visual weight reflects importance
- Dense sections are separated by lighter formats
- Repeated messages are consolidated
- The primary CTA appears after enough context

RELEVANT FOLLOW-UP SERVICE

Website Snapshot

Use this when you want the live customer decision tested on the actual page and device.

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DUE DILIGENCE

Five questions worth asking whoever maintains the page

Clear answers should describe the current live experience and the customer decision the page is designed to support.

01 **What question is each section answering?**

02 **Which section changes the visitor decision most?**

03 **What proof needs context before it becomes meaningful?**

04 **Where does the visual rhythm change?**

05 **Does navigation match the decision sequence?**

WHAT A USEFUL ANSWER SOUNDS LIKE

Ask what the visitor can see and do now on the current page and device - not what the design was supposed to achieve at launch.

Why Visitors Stop Scrolling.

Sequence the questions. Vary the visual weight. Build the case instead of repeating it. Make the visitor's next decision easier to understand and take.

PRIMARY NEXT STEP

Trust Signals

Good hierarchy depends on knowing when confidence must be built before commitment.

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Want help applying this to your business?

Bring me the page that feels too long even though every section seems important. I can map the sequence and show where the strongest content is being buried.

Discuss the task →