Why Infographics Are Better than Word-Intensive Content

Index

1. What are Infographics?
2. Types of infographics
3. The difference between infographics & Text Content
4. What does Google say about infographics
5. Benefits of using more targeted infographics
6. Success rate of Infographics
   - Bounce rate
   - Conversion rate
   - Exit rate

1. What are Infographics?

- Infographics are visual representation of numeric and textual data.
- Essentially, they are used as visual guides, to convey a message in as little amount of words possible.
- With the amount of content we consume on a daily basis, infographics present the surest way digital content marketers can convey they ideas across and make sure that they stick.
- The human brain processes visuals better than text
- Ultimately the best way to tell a story in the shortest amount of time

Types of infographics The

- Statistical infographics (exhibit a)
- Informational infographics (exhibit b)
- Timeline infographics (exhibit c)
- Process infographics (exhibit d)
- Geographic infographics (exhibit e)
- Comparison infographics (exhibit f)
- Hierarchical infographics (exhibit g)
- List infographics (exhibit h)
- Resume infographics (exhibit i)
- How to Guides (exhibit j)

2. The Difference between Infographics & Text Content

- While both are informative modes of conveying a point across, their styles are different.
- **Infographics** are visual content pieces (this includes video infographics)
  - More pictures and less words.
- **Textual content** relay a message in a much more descript and comprehensive format.
  - More explanatory, word and number based content

4. What does Google say about Infographics

- Infographics have a separated ranking criteria of their own.
- Google uses Web Spiders to crawl an indexed page
- When it comes across a link, it then follows the link and indexes that page.
- While we are aware that Google looks at keywords, domain age, content, length, title tag, header tags and many other factors, infographics also play a huge role in a webpages ranking.
- Your site might not rank number one for a certain keyword, but your infographic may be first on the images search results.

5. Benefits of using more targeted infographics

- Effective ways of conveying a lot of complex information in a way that's easier to digest.
- Using charts and graphs that explain the numbers behind a story can be incredibly useful
- Screenshots with explanation and examples of what to do, how to use it, how to interpret that information, these types of infographics have huge value.
- Infographics are useful tool to build links on a page.
- Infographics are linkable content on the page.
- Great for social media platforms
- Another platform to fit keywords
- Infographics can expand beyond digital marketing

Success rate of Infographics

- Having spoken of the ability to capture the attention of the user much more quicker than a great caption, infographics have a much more higher success rate that written content. Here's a list of markers that indicate the success rate of infographics on a webpage:
  - Infographics retain the users attention span much longer than content which reduces **bounce rate**
  - They improve the **conversion rate** of the searched keyword when the link building is done well.
  - By extension, it improves the **exit rate** of the web page
  - When optimized properly, infographics can be the used as a great vehicle to direct traffic from several platform to the website

Sources

- https://moz.com/blog/why-visual-assets-are-better-than-infographics-whiteboard-friday
- https://www.searchenginejournal.com/infographic-benefits/267781/
- https://piktochart.com/blog/infographics-successful-seo-campaign/
- https://thenextweb.com/insider/2015/07/29/why-infographics-are-the-secret-to-super-seo/
- https://digitalmarketingphilippines.com/10-reasons-why-you-should-use-infographics-in-your-content-marketing-efforts/

Exhibit A

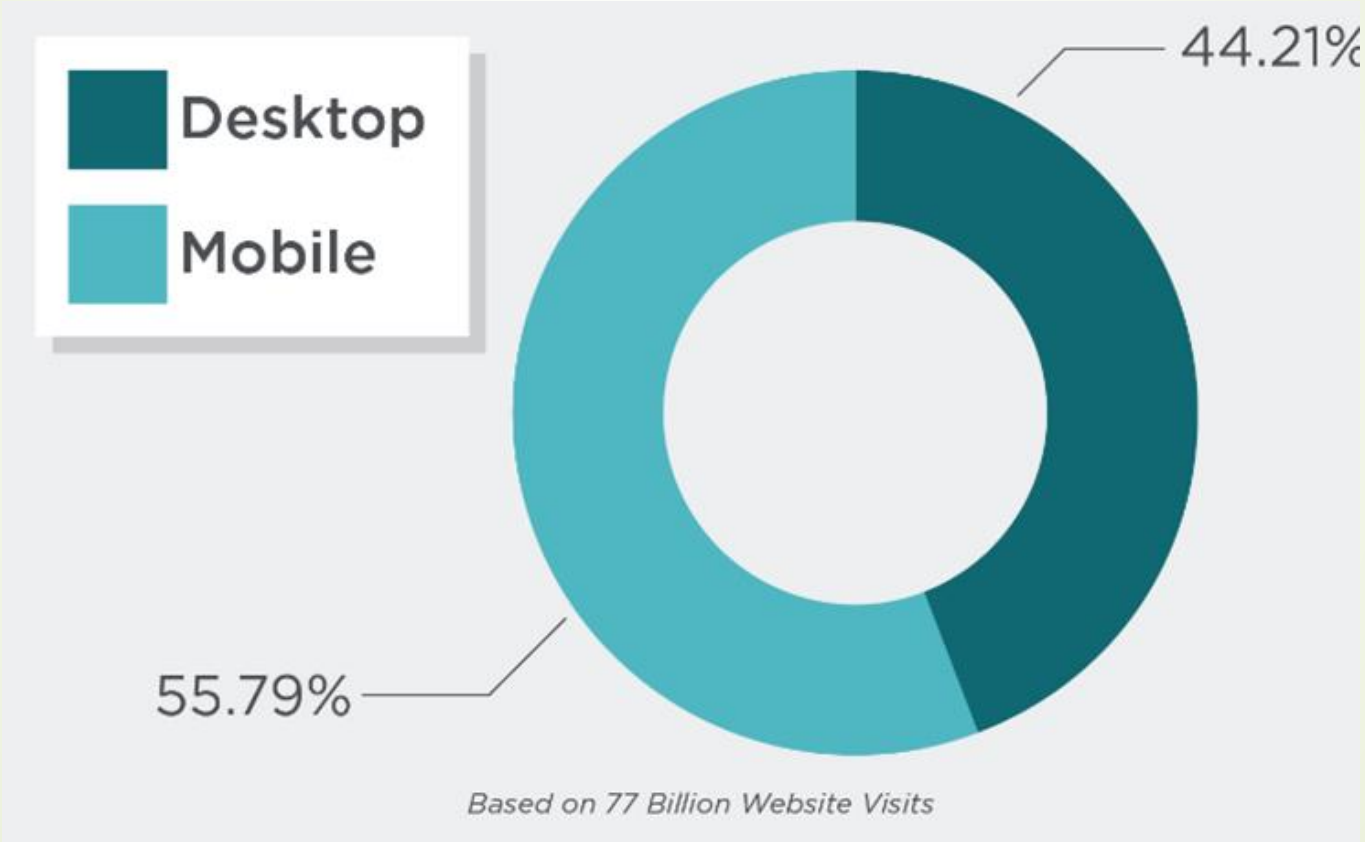

Desktop
Mobile
44.21%
55.79%
Based on 77 Billion Website Visits

Exhibit b

5 Tips
To Keep Your Chin Up
1
Do something impulsive.
Do something impulsive that you haven't planned every day. It's better to have no plan so we can seize the opportunities that may arise.
2
Have rituals.
We are less who we are than what we do. Do 3 things that you love every day. As a result, feeling the gratitude will help you better sleep. Better sleep helps to be in a better mood. A better mood helps to make better decisions.
3
Exercise at least 10 minutes a day.
Exercising has an influence on your brain, on your mood, on your ability to reflect and on your health.
4
Take breaks.
Prevent burnouts by stopping what you are doing and do something else. Create a different atmosphere, add some novelties in your daily routine.
5
Learn something new.
Learning helps to create new connections in your brain and to come up with new ideas and new opportunities.
Source

Exhibit c

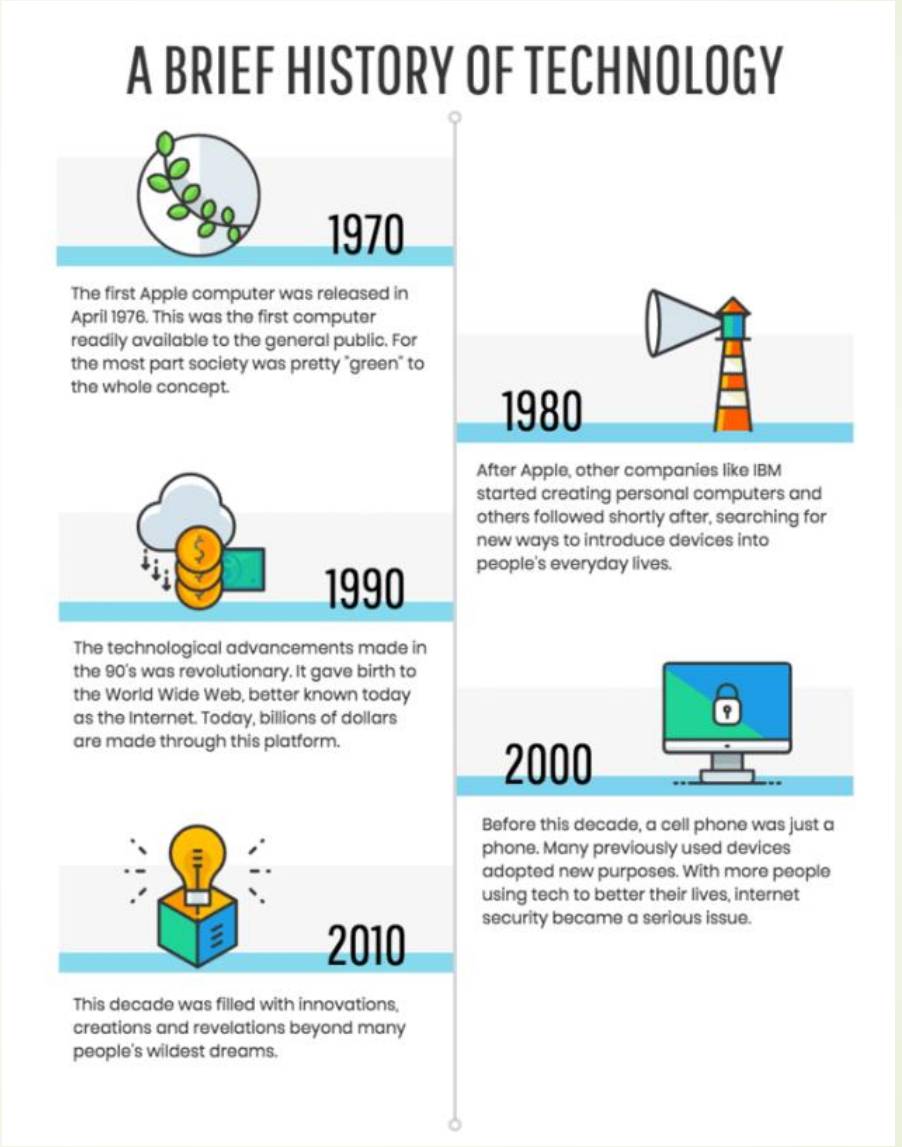

A BRIEF HISTORY OF TECHNOLOGY
1970
The first Apple computer was released in April 1976. This was the first computer readily available to the general public. For the most part society was pretty "green" to the whole concept.
1980
After Apple, other companies like IBM started creating personal computers and others followed shortly after, searching for new ways to introduce devices into people's everyday lives.
1990
The technological advancements made in the 90's was revolutionary. It gave birth to the World Wide Web, better known today as the Internet. Today, billions of dollars are made through this platform.
2000
Before this decade, a cell phone was just a phone. Many previously used devices adopted new purposes. With more people using tech to better their lives, internet security became a serious issue.
2010
This decade was filled with innovations, creations and revelations beyond many people's wildest dreams.

Exhibit d

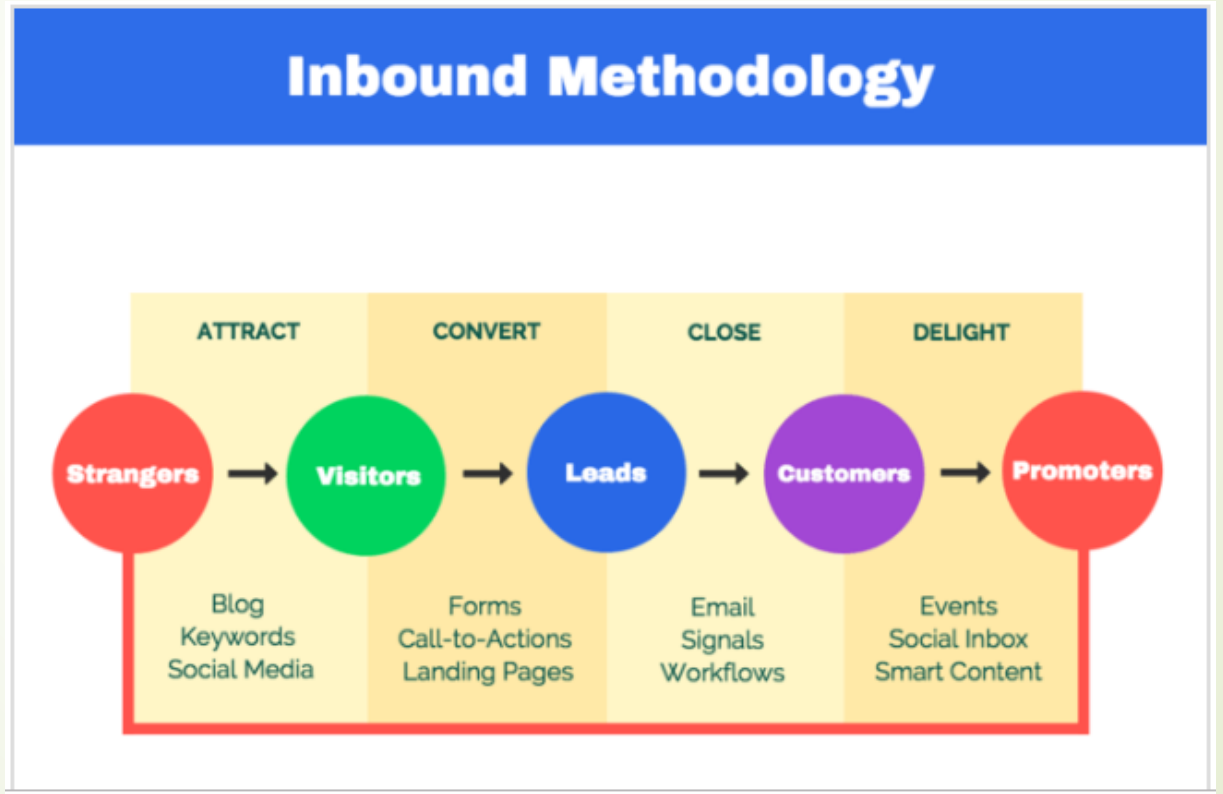

Inbound Methodology
ATTRACT
CONVERT
CLOSE
DELIGHT
Strangers
Visitors
Leads
Customers
Promoters
Blog
Keywords
Social Media
Forms
Call-to-Actions
Landing Pages
Email
Signals
Workflows
Events
Social Inbox
Smart Content

Exhibit e

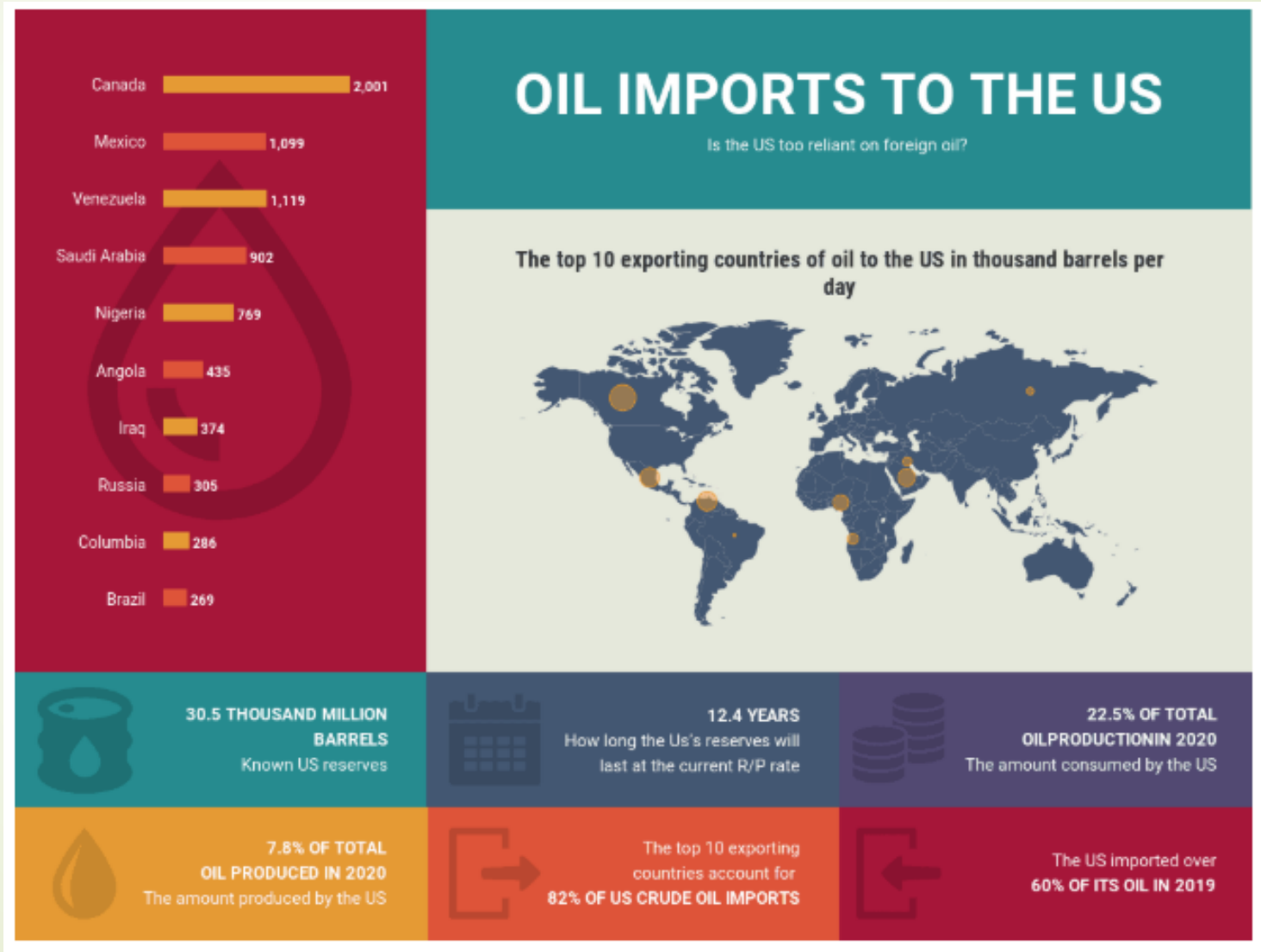

Canada 2,001
Mexico 1,099
Venezuela 1,119
Saudi Arabia 902
Nigeria 769
Angola 435
Iraq 374
Russia 305
Columbia 286
Brazil 269
OIL IMPORTS TO THE US
Is the US too reliant on foreign oil?
The top 10 exporting countries of oil to the US in thousand barrels per day
30.5 THOUSAND MILLION BARRELS
Known US reserves
12.4 YEARS
How long the Us's reserves will last at the current R/P rate
22.5% OF TOTAL OILPRODUCTIONIN 2020
The amount consumed by the US
7.8% OF TOTAL OIL PRODUCED IN 2020
The amount produced by the US
The top 10 exporting countries account for 82% OF US CRUDE OIL IMPORTS
The US imported over 60% OF ITS OIL IN 2019

Exhibit f

iPhone 6s	VS	Galaxy S7
$808.95 as of Apr. 22nd	PRICE	$741.16 as of Apr. 21nd
750 x 1334	RESOLUTION	1440 x 2560
4.7 inches	SCREEN SIZE	5.5 inches
64 GB	STORAGE	32 GB
2 GB	RAM	4 GB
1715 mah	BATTERY	3600 mah
5.04 ounces	WEIGHT	5.54 ounces

Exhibit g

Maslow's Hierarchy of Needs
Self-Actualization
Esteem
Love and Belonging
Safety Needs
Physiological Needs

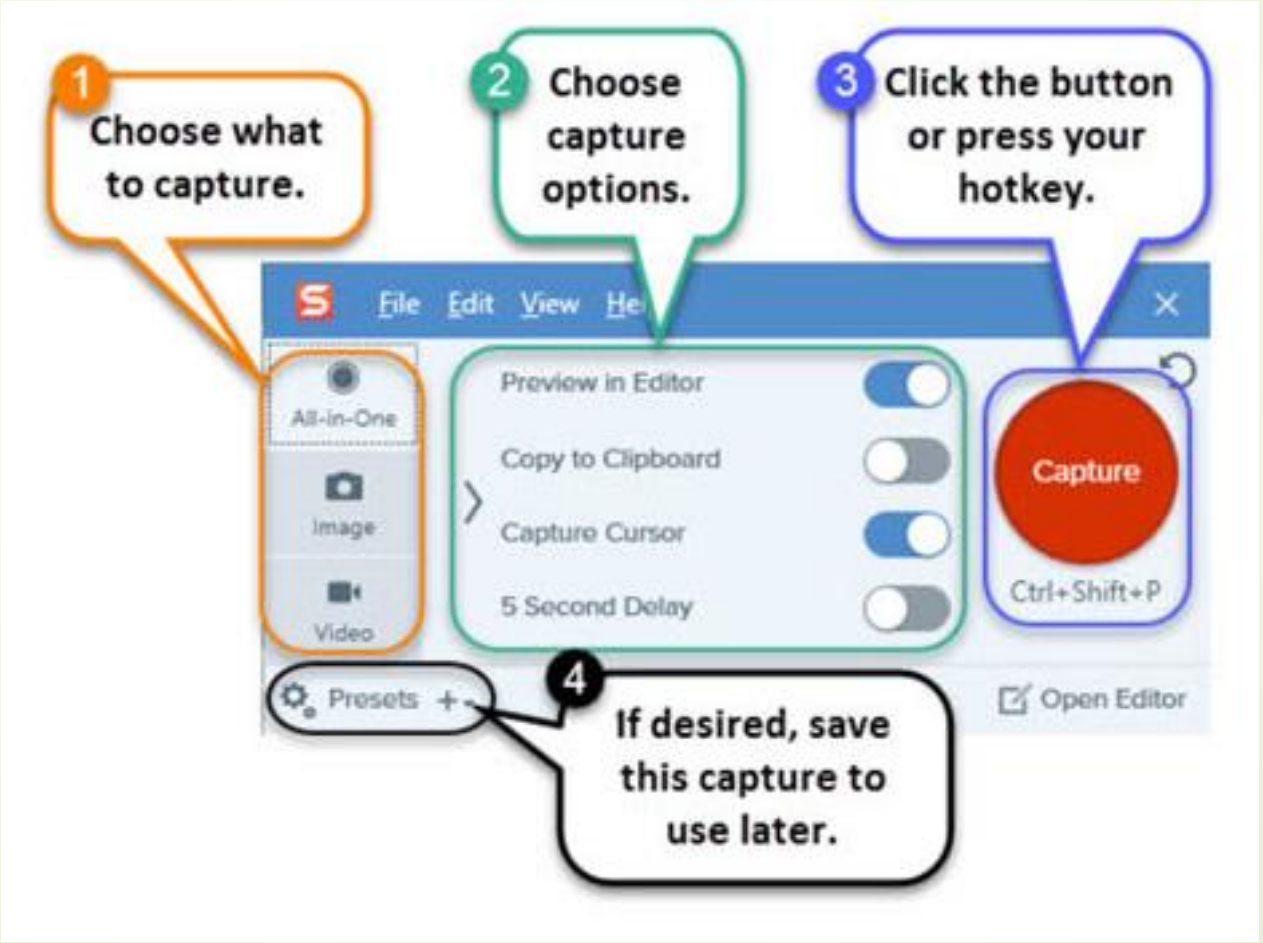
Exhibit h

PHONE APPS
For iPhones
1
Clips
If you're curious about Snapchat's funky filters, but don't have the time for a new social network, Apple's Clips is for you. Clips allows iPhone and iPad owners to shoot stills and video and then add wacky filters.
2
Moleskine Timepage
A smart calendar and day planner, Timepage works with existing calendar providers like iCloud, Facebook and Google, while providing some nifty calendar views and easy event creation.
3
Bear
Bear is a flexible writing and note-taking app that works great for jotting down quick notes, doodling, writing down poetry or prose, or even collecting snippets of code. Focus mode lets you get right down to business, and a markup editor supports 20 different programming languages.
4
Word Flow
The Microsoft Garage continues churning out interesting app projects for mobile devices, among them, Word Flow, an iOS keyboard alternative designed to work with one-handed, thumb-swiping typing while on the go.
5
RunGo
Jogging is a great way to get a bit of exercise, but unless you're a native that knows the lay of the land, it can be tough finding a good and safe jogging route when you're traveling. Users can download routes for offline use, start routes halfway or create their own within the app.
6
Signal
WhatsApp's move to fully encrypted communication made the headlines recently, but it's actually a bit late to the party. For something a bit more robust, check out Open Whisper System's Signal, a free all-in-one messaging and voice-call solution that uses end-to-end encryption.

Exhibit i

26 YEARS OLD
PERSONAL
NAME IRSYADUDDIN IFWAT
BIRTH DATE 09 . 04 . 1990
RELATIONSHIP SINGLE
NATIONALITY SINGAPOREAN
CONTACT
EMAIL IRSYADUDDIN_IFWAT@HOTMAIL.COM
MOBILE +65 9663 2031
HOME 6762 9021
SKYPE IRSYAD.IFWAT
ADDRESS BLK 601, WOODLANDS DR 42 #02-73, SINGAPORE 730601
WWW.LINKEDIN.COM/IN/IRSYADUDDINI
WWW.BEHANCE.NET/IFWHAT
LANGUAGE
PROFILE
An Introvert who seeks Experience, Growth and Purpose in his career journey.
"Micro" Detail-Oriented when it comes to work, overloaded brain with innovative ideas.
Love collaborative project works which produce big impact and results.
Self trained with huge passion for Visualization and design work.
Career Interest: To excel in a position that will give me the opportunities that contribute to my growth and interest.
To work with creative and ambitious people who share the same purpose in creating something great and impactful.
To innovate and improve on existing work processes that will bring benefit to the team.
EXPERIENCE & SKILL
INSPECTOR CERTIS CISCO PTE LTD 2013 - 2014
OPERATION ASSOCIATE CYC PTE LTD 2014
STATISTICAL EXECUTIVE MINISTRY OF MANPOWER 2015 - 2016
DATA VISUALIZATION MANAGER, ZUU SINGAPORE 2016 - PRESENT
INFOGRAPHIC
KEY PERFORMANCE INDICATOR
DATA VISUALIZATION
PROJECT MANAGEMENT
USER INTERFACE DESIGN
PROJECT PLANNING & SCHEDULING
USER EXPERIENCE DESIGN
ACCOMPLISHMENTS
20 INFOGRAPHIC DESIGN PUBLICATION
1 MOBILE WEBSITE DESIGN PROJECT
4 LANDING PAGE DESIGN
7 VIDEOGRAPHIC PUBLICATION

Exhibit j


1
Choose what to capture.
2
Choose capture options.
3
Click the button or press your hotkey.
File Edit View He
All-in-One
Image
Video
Preview in Editor
Copy to Clipboard
Capture Cursor
5 Second Delay
Capture
Ctrl+Shift+P
Presets + -
Open Editor
4
If desired, save this capture to use later.