



## 2. PDF Files for Online Reading

Users hate coming across a PDF file while browsing, because it breaks their flow. Even simple things like printing or saving documents are difficult because standard browser commands don't work. Layouts are often optimized for a sheet of paper, which rarely matches the size of the user's browser window. Bye-bye smooth scrolling. Hello tiny fonts.

Worst of all, PDF is an undifferentiated blob of content that's hard to navigate.

PDF is great for printing and for distributing manuals and other big documents that need to be printed. Reserve it for this purpose and convert any information that needs to be browsed or read on the screen into real web pages.