**Grids** in Web Design Grids provide a solid foundation for building accessible and user-friendly websites that engage and delight visitors.

It enhances the overall usability of a website by providing a clear structure and logical organization. They help users navigate the content with ease and find the information they're looking for. Grids provide a solid foundation for building accessible and user-friendly websites that engage and delight visitors.

One of the best practices in Grids is to align similar elements on both axes. Similar elements should follow the same alignment rules on both axes. Keeping the website's alignment consistent across similar content increases legibility.
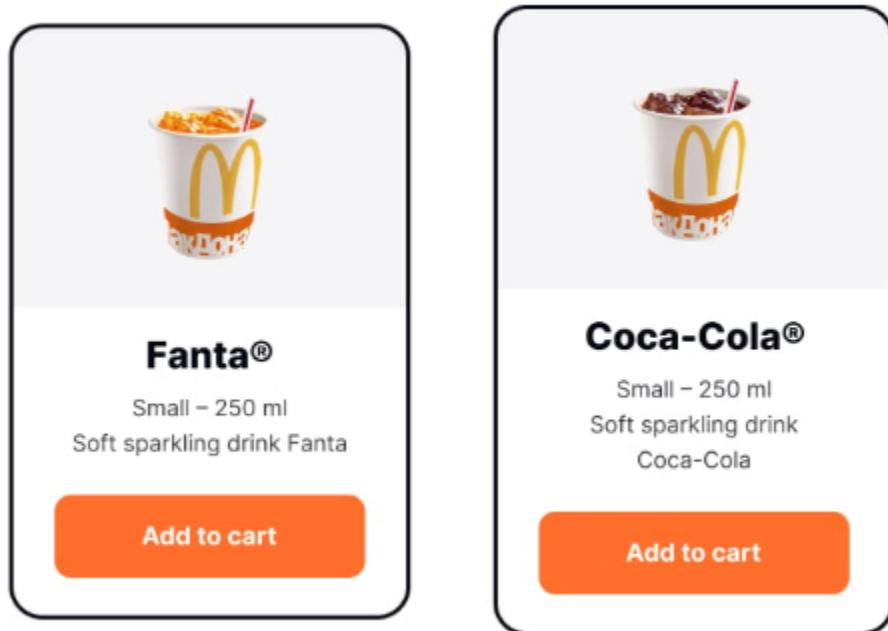
As mentioned before, grid provides a good structure for a website. In the screenshot, This is a bad way to use the grid. Because as we can see, both elements have an uneven size. Which ruins the symmetry of the website. It might be a small difference but it can have a very large impact on the viewers.

Call to Action (CTAs), are key elements on a webpage that act as signposts to let the user know what to do next. Without a clear CTA, the user may not know the next steps to take to purchase a product or sign up for a newsletter and is likely to leave the site without accomplishing their task.

Some of the good practices in creating CTAs are:

Make the CTA visible
Use eye-catching CTA button colors
Include only one CTA
Keep the CTA short and sweet
Place the CTA in more than one section
Include supporting text before the CTA
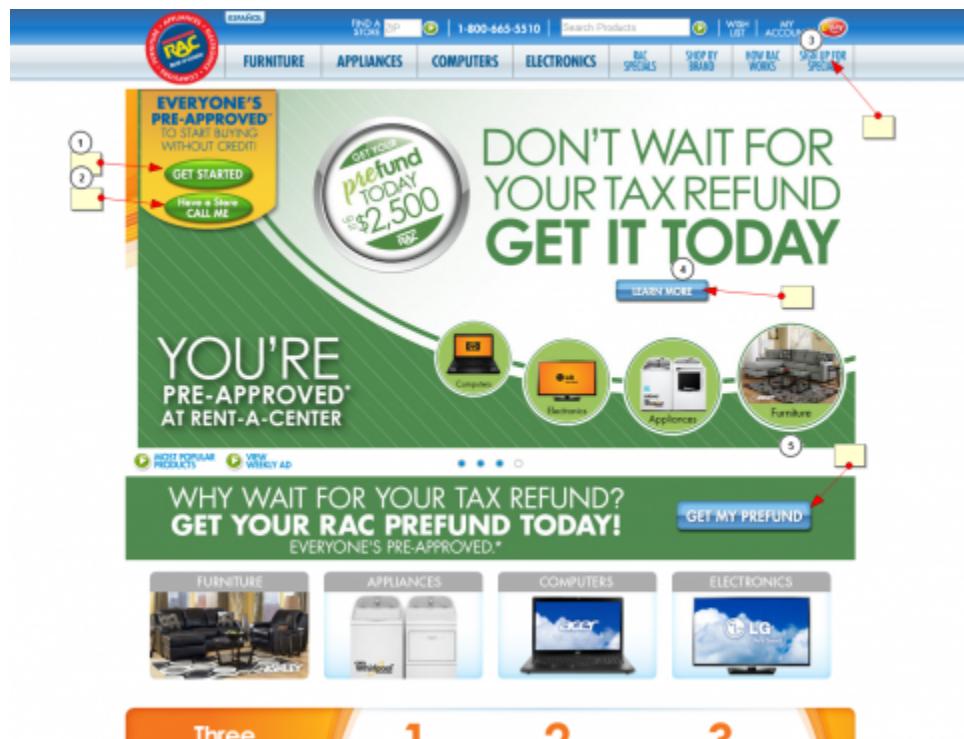
This is an example of a bad use of CTA. There are too many CTAs on this website. Too many CTA's can confuse the visitor and spoil their experience. Having too many offers or buttons can overwhelm the visitor and ultimately get them away.

A **breadcrumb** is a secondary navigation aid that improves customer experience by helping users understand their location on a website or mobile application.

Similarly, breadcrumb navigation is used to indicate the user's journey along with their current location. A breadcrumb menu or trail usually appears in a horizontal line at the top of the user's current page in the form of clickable links.

To provide a clear representation of the user's journey, each of these links is separated by a particular sign such as an arrow or the 'greater than' (>) symbol.

One of the main reasons for using breadcrumb navigation is that it instantly shows the user's location, while also providing a clear visual representation of the website's hierarchy and orientation.

Since users often struggle to identify the overall structure of a website, a breadcrumb trail solves this challenge and allows them to easily navigate from a particular page to different parent pages.

Some good practice for a breadcrumb is to for it to appear smaller than and somewhere below your site's main navigation. If your breadcrumbs appear too large, it could mess with visual balance of the page and cause confusion when navigating the site.

For instance, the following image is a good example on the use of breadcrumbs.
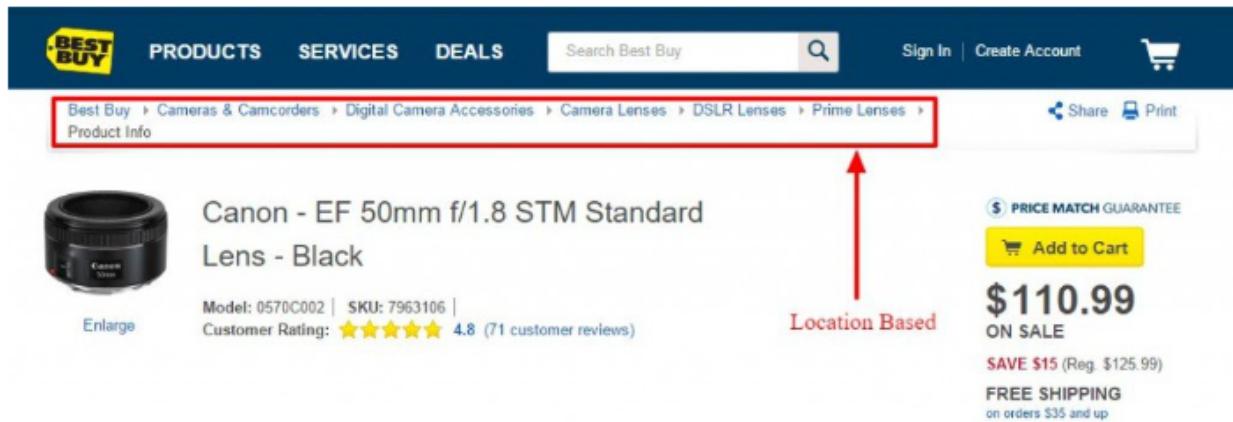
This breadcrumb does not take away all the attention of the user. It is placed above of the page yet below the main navigation. It has a small font so that it does not take away all of the attention of the user.

Search Bar

While there's no hard "yes" or "no" for including a search feature, larger sites generally benefit from search more than smaller ones. That's because users are more likely to rely on search when faced with extensive navigation.

Furthermore, the use of search bar relies on the content and structure of the website. If users land on the homepage with a specific piece of content or product in mind, they might prefer to type it in, rather than rely on click navigation allowing them to have a good user experience without searching for the key information that they want using brute force.

When creating a good search bar of course it is important to include these two elements:
The search box, where users write their queries and a search button, which users click to initiate a search.
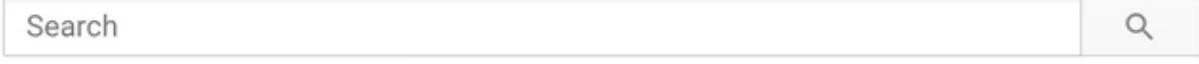
| Search | 🔍 |

The above example is a good design of a search bar. It may not be the most visually appealing however a search bar's design can vary from site to site. What's important is their function. You don't want the search bar to search randomly while the button is not yet clicked. Without the search box, user won't know where to put the information that they want to find.

That said, noticed that the search bar does have the magnifying glass icon? What if it was to be replaced with some other icons like an apple? Would the users know that it was a search bar to begin with.

This is where Icons come in.

Icons in web design are small elements only in size, but not in importance or significance. They are needed to indicate information. These are visual anchors that help capture the user's attention and direct them to perform the targeted action.

Icons attract attention and provide meaning to intended actions. Moreover, at other times, they help to navigate the site. Without it, there will be no good user experience as users would most likely be confused.

That said, icons prevent confusion and grant clarity. While icons themselves use metaphors it must have a meaning. A best practice is to use icons that are easy to understand and with common sense.

The above example is such a bad way to use icons. It is way too abstract and users and developers alike won't be able to tell what they're signifying for.

Another element in web design that goes well in icon is typography.

Typography in web design refers to the skillful use of fonts, spacing, and text layout to improve a website's aesthetic and readability. It plays a pivotal role in conveying information effectively, creating a visually appealing user experience, and establishing a brand's identity.

Typography is important in web design for readability, hierarchy, and branding. Clear fonts aid comprehension, while strategic choices guide attention and reflect a site's personality.

A good practice for typography is picking the proper font family.

THE JERRY PIPPIN SHOW
ADVENTURES IN INTERNET BROADCASTING

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PODCASTS | POTPOURRI | SEARCH SITE | UFO-FILES | UfoShows2Go | WHAT'S NEW

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Complete show now available in this series- Click Here to listen to program 7 in our series of Elvis, the man, his music and his life. This program deals with Elvis the movie star and how his success as a top 40 artist was over in 1967 after several years of movies only and how these years took a toll on him emotionally.

.New UFO News program- Presidential disclosure of UFOs? Or will China do it first? Crop Circles investigated by Indonesian Air Force and details of UFO Crash near Phoenix 3 months after Roswell. Click Here for this program, and many others on UFOs.

The example above is poor use of typography. While it is indeed readable, the fonts are not aligned, not visually appealing, and all have bold letters which can be destructive to look at.

Source:

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