About the planned website, the application of layout and menus is crucial for an optimal user experience. Layout refers to the arrangement of elements on a webpage, while menus provide navigation options. Applying layout involves considering factors like visual hierarchy, balance, and responsiveness. Using appropriate HTML and CSS techniques from w3school, one can create a well-structured layout that guides users' attention and enhances readability. Additionally, menus play a vital role in facilitating navigation throughout the website. Implementing clear and intuitive menus, such as drop-down or hamburger menus, ensures easy access to different sections or pages. Consistency in the design, placement, and labeling of menus is essential for user-friendliness. By applying the knowledge gained from w3school, one can effectively design and implement layouts and menus that enhance the usability and aesthetics of the planned website.