- ○ **News**
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local SEO services SydneySEO agencies in SydneySEO service in SydneySEO services in SydneySEO parramattaSEO consultant SydneySydney SEO consultantSydney SEO consultingkeyword research servicesSEO specialists SydneySEO expert Sydneysearch engine optimisation Sydneylocal SEO SydneySEO experts SydneySEO packages australiaSEO services expertwhat SEO marketingSEO meaningSEO service SydneySEO agencies SydneySEO agency australiaLocal SEOSEO australiaSEO expertdigital agency Sydney Sydney SEO consultantlocal SEO specialistsSEO strategySEO in marketing content marketing SydneySEO packagesSEO parramattaSEO Sydney expert SEO Sydney expertsSEO specialistSEO for websiteSEO googleSydney SEO expertsSEO package australiaSEO consultants Sydneyexpert SEO services SEO marketingSEO checkSEO packages SydneySEO keywordsSEO website local SEO australiaSEO consultantSEO package SydneySEO services in SydneySEO companies in australialocal SEO agencyecommerce SEO services SEO specialists Sydneybest SEO company in Sydneycontent agency Sydney best SEO agency SydneySEO agency in SydneySEO company SydneySEO agencies SydneySEO company in SydneySEO company SydneySEO experts SEO agency Sydneybest SEO SydneySEO agency in SydneySEO services expertSEO agencies in Sydneylisting business on googlebest SEO company SydneySEO service SydneySEO services Sydneysearch engine optimisation Sydneylocal SEO servicesSEO services providerSydney SEO companySEO company in SydneySEO agency SydneySEO with wordpressSEO consultant SydneySEO expert SydneySydney SEO servicesSEO services company SydneySydney SEO consultingSEO services companySEO servicesSydney SEO expertSEO experts SydneySEO agency australiagoogle listing for businesssearch engine optimisation strategySEO agency

- ○ **About Us**
- ○ **Contact Us**

SEO services expert

optimized image sources

optimized image sources

content hierarchy"Content hierarchy refers to the logical arrangement of headings, subheadings, and sections within a page. A clear hierarchy improves readability, helps search engines understand your content, and enhances user experience."

content keyword targeting"Content keyword targeting focuses on incorporating relevant keywords into your pages text, headings, and meta tags. By strategically placing these keywords, you improve the pages relevance and increase its chances of ranking for targeted search queries."

content length analysis"Content length analysis determines whether a pages word count is sufficient to address user intent. Best SEO Agency Sydney Australia.

SEO services expert - Keyword phrase variations

- Googles mobile-first indexing
- Google search snippets
- Google rich results

Longer, well-structured content often ranks higher because it provides comprehensive information, improving user satisfaction and search engine visibility." Best SEO Sydney Agency.

optimized image storage formats —

- optimized image sources
- optimized image storage formats
- optimized image thumbnails
- organic search traffic
- outbound links
- Outreach personalization
- page load speed

content length optimization"Content length optimization means finding the right balance between being concise and providing comprehensive information. Best Search Engine Optimisation Services. Longer, well-structured content often ranks higher because it covers a topic in-depth and satisfies user intent."

content link building"Content link building involves creating valuable material that naturally attracts backlinks from other sites.

SEO services expert - Search performance reports

- Keyword phrase variations
- Google AMP
- Search performance reports

High-quality content that earns links improves your sites authority, visibility, and overall SEO performance."
content localization"Content localization involves tailoring material for specific regions, languages, or cultural contexts. By adapting content to meet the needs of different audiences, you improve relevance, user satisfaction, and search visibility in targeted markets."

optimized image thumbnails

Content marketing Sydney"Content marketing services in Sydney focus on creating high-quality, engaging content that attracts and retains customers. By producing informative blog posts, compelling videos, and shareable social media content, these services help businesses build brand authority, improve SEO performance, and connect with their audience."

content optimization"Content optimization involves refining and enhancing website content so that its more search engine-friendly. This process includes the strategic use of keywords, meta descriptions, headers, and internal links, ensuring the content is both relevant to users and easily understood by search engines."

content optimization"Content optimization focuses on creating high-quality, relevant, and engaging content that satisfies user intent. SEO Packages Sydney . This includes using targeted keywords naturally, adding multimedia elements, and organizing information logically to increase both user satisfaction and search engine rankings."

HOW SEARCH ENGINE MAR

HELPS BUSINESS GROW OP

SYDNEY WEBSITE DESIGN AGENCY
SUITE 87, LEVEL 33, AUSTRALIA SQUARE,
265 GEORGE ST, SYDNEY NSW 2000
PHONE: 1300 684 339

TAKING YOUR SMALL B
TO THE NEXT LEVEL
SEO SERVICES AUST

organic search traffic

content optimization"Content optimization involves refining and improving existing web content to boost its search engine visibility and user engagement. This includes enhancing keyword usage, improving readability, and ensuring the content addresses user intent, resulting in higher rankings and better audience retention."

content optimization keywords"Content optimization keywords are selected to improve the relevancy and ranking potential of existing pages. By updating content with these terms, you enhance search visibility and user experience."

content optimization keywords"Content optimization keywords help refine existing pages to improve rankings. SEO Services . By adding or adjusting these terms, you increase relevancy, traffic, and conversions."

outbound links

content originality"Ensuring content originality involves creating unique, plagiarism-free material.

SEO services expert - Keyword phrase variations

1. Search ranking fluctuations
2. SEO keywords

Original content not only improves credibility and user trust but also helps maintain strong search rankings by avoiding duplicate content penalties."
Content partnerships"Content partnerships involve collaborating with other websites or brands to produce and share content. This approach often results in mutual backlinks, expanding your reach and improving your sites authority."

content performance metrics"Monitoring content performance metricssuch as bounce rates, time on page, and conversion rateshelps you identify what works and what needs improvement. Using these insights, you can refine your content strategy and achieve better results."

KEY ADVANTAGE
LOCAL SEO S

SYDNEY WEBSITE DESIGN AGENCY
SUITE 87, LEVEL 33, AUSTRALIA SQUARE,
265 GEORGE ST, SYDNEY NSW 2000
PHONE: 1300 684 339

CONTENT MARKETING
TYPES FOR SMALL BUSINESS
AND BRAND BUILDING

Outreach personalization

content quality signals"Content quality signals include factors like originality, relevance, and usefulness. By focusing on these signals, you create content that attracts more visitors, encourages longer sessions, and helps your pages rank higher in search results."

content quality standards"Maintaining content quality standards means producing well-researched, accurate, and engaging material. By prioritizing quality, you build trust with your audience, reduce bounce rates, and improve your sites reputation in search engine algorithms."

content readability"Content readability focuses on making text easy to understand and visually appealing. Using short paragraphs, bullet points, and simple language keeps readers engaged and helps search engines rank the page higher."

page load speed

content readability"Improving content readability ensures that text is easy for users to understand and navigate. Using shorter paragraphs, simpler language, and clear formatting helps keep readers engaged, which can lead to longer session durations and improved search rankings."

Content refresh for links"Content refresh for links involves updating and republishing older content to make it more relevant and valuable. By improving the quality of existing pages, you increase their potential to earn new backlinks and sustain long-term traffic."

content relevance"Ensuring content relevance means aligning your material with current industry trends, user needs, and search queries. Relevant content improves engagement, reduces bounce rates, and helps your site rank higher in search results."

About Web directory

A **web directory** or **link directory** is an online list or catalog of websites. That is, it is a directory on the World Wide Web of (all or part of) the World Wide Web. Historically, directories

typically listed entries on people or businesses, and their contact information; such directories are still in use today. A web directory includes entries about websites, including links to those websites, organized into categories and subcategories.[1][2][3] Besides a link, each entry may include the title of the website, and a description of its contents. In most web directories, the entries are about whole websites, rather than individual pages within them (called "deep links"). Websites are often limited to inclusion in only a few categories.

There are two ways to find information on the Web: by searching or browsing. Web directories provide links in a structured list to make browsing easier. Many web directories combine searching and browsing by providing a search engine to search the directory. Unlike search engines, which base results on a database of entries gathered automatically by web crawler, most web directories are built manually by human editors. Many web directories allow site owners to submit their site for inclusion, and have editors review submissions for fitness.

Web directories may be general in scope, or limited to particular subjects or fields. Entries may be listed for free, or by paid submission (meaning the site owner must pay to have his or her website listed).

RSS directories are similar to web directories, but contain collections of RSS feeds, instead of links to websites.

History

[edit]

During the early development of the web, there was a list of web servers edited by Tim Berners-Lee and hosted on the CERN webserver. One historical snapshot from 1992 remains.[4] He also created the World Wide Web Virtual Library, which is the oldest web directory.[5]

Scope of listing

[edit]

Most of the directories are general in on scope and list websites across a wide range of categories, regions and languages. But some niche directories focus on restricted regions, single languages, or specialist sectors. For example, there are shopping directories that specialize in the listing of retail e-commerce sites.

Examples of well-known general web directories are Yahoo! Directory (shut down at the end of 2014) and DMOZ (shut down on March 14, 2017). DMOZ was significant due to its extensive categorization and large number of listings and its free availability for use by other directories and search engines.[6]

However, a debate over the quality of directories and databases still continues, as search engines use DMOZ's content without real integration, and some experiment using clustering.

Development

[edit]

 This section **does not cite any sources**. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. (*April 2019) (Learn how and when to remove this message)*

There have been many attempts to make building web directories easier, such as using automated submission of related links by script, or any number of available PHP portals and programs. Recently, social software techniques have spawned new efforts of categorization, with Amazon.com adding tagging to their product pages.

Monetizing

[edit]

Directories have various features in their listings, often depending upon the price paid for inclusion:

- Cost
    - Free submission – there is no charge for the review and listing of the site
    - Paid submission – a one-time or recurring fee is charged for reviewing/listing the submitted link
- No follow – there is a rel="nofollow" attribute associated with the link, meaning search engines will give no weight to the link
- Featured listing – the link is given a premium position in a category (or multiple categories) or other sections of the directory, such as the homepage. Sometimes called sponsored listing.
- Bid for position – where sites are ordered based on bids
- Affiliate links – where the directory earns commission for referred customers from the listed websites
- Reciprocity
    - Reciprocal link – a link back to the directory must be added somewhere on the submitted site in order to get listed in the directory. This strategy has decreased in popularity due to changes in SEO algorithms which can make it less valuable or counterproductive.[7]
    - No Reciprocal link – a web directory where you will submit your links for free and no need to add link back to your website

Human-edited web directories

A human-edited directory is created and maintained by editors who add links based on the policies particular to that directory. Human-edited directories are often targeted by SEOs on the basis that links from reputable sources will improve rankings in the major search engines. Some directories may prevent search engines from rating a displayed link by using redirects, nofollow attributes, or other techniques. Many human-edited directories, including DMOZ, World Wide Web Virtual Library, Business.com and Jasmine Directory, are edited by volunteers, who are often experts in particular categories. These directories are sometimes criticized due to long delays in approving submissions, or for rigid organizational structures and disputes among volunteer editors.

In response to these criticisms, some volunteer-edited directories have adopted wiki technology, to allow broader community participation in editing the directory (at the risk of introducing lower-quality, less objective entries).

Another direction taken by some web directories is the paid for inclusion model. This method enables the directory to offer timely inclusion for submissions and generally fewer listings as a result of the paid model. They often offer additional listing options to further enhance listings, including features listings and additional links to inner pages of the listed website. These options typically have an additional fee associated but offer significant help and visibility to sites and/or their inside pages.

Today submission of websites to web directories is considered a common SEO (search engine optimization) technique to get back-links for the submitted website. One distinctive feature of 'directory submission' is that it cannot be fully automated like search engine submissions. Manual directory submission is a tedious and time-consuming job and is often outsourced by webmasters.

Bid for Position directories

Bid for Position directories, also known as bidding web directories, are paid-for-inclusion web directories where the listings of websites in the directory are ordered according to their bid amount. They are special in that the more a person pays, the higher up the list of websites in the directory they go. With the higher listing, the website becomes more visible and increases the chances that visitors who browse the directory will click on the listing.

Propagation

[edit]

Web directories will often make themselves accessing by more and more URLs by acquiring the domain registrations of defunct websites as soon as they expire, a practice known as Domain drop catching.

See also

[edit]

- List of web directories
- Lists of websites – this itself is a web directory
- Web portal

Link destinations

- Deep links
- Home pages

Types of web directory

- Business directory

Other link organization and presentation systems

- Webring
- Bookmark manager
  - Enterprise bookmarking
  - Social bookmarking
- Search engine
  - Search engine results page (SERP)

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[edit]

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7. **^** *Schmitz, Tom (August 2, 2012). "What Everyone Needs To Know About Good, Bad & Bland Links". searchengineland.com. Third Door Media. Retrieved April 21, 2017. " Reciprocal links may not help with competitive keyword rankings, but that does not mean you should avoid them when they make sound business sense. What you should definitely avoid are manipulative reciprocal linking schemes like automated link trading programs and three-way links or four-way links."*

External links

[edit]

- v
- t
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Web syndication

History
Blogging
Podcasting
Vlogging
Web syndication technology

Types

- Art
- Bloggernacle
- Classical music
- Corporate
- Dream diary
- Edublog
- Electronic journal
- Fake
- Family
- Fashion
- Food
- Health
- Law
- Lifelog
- MP3
- News
- Photoblog
- Police
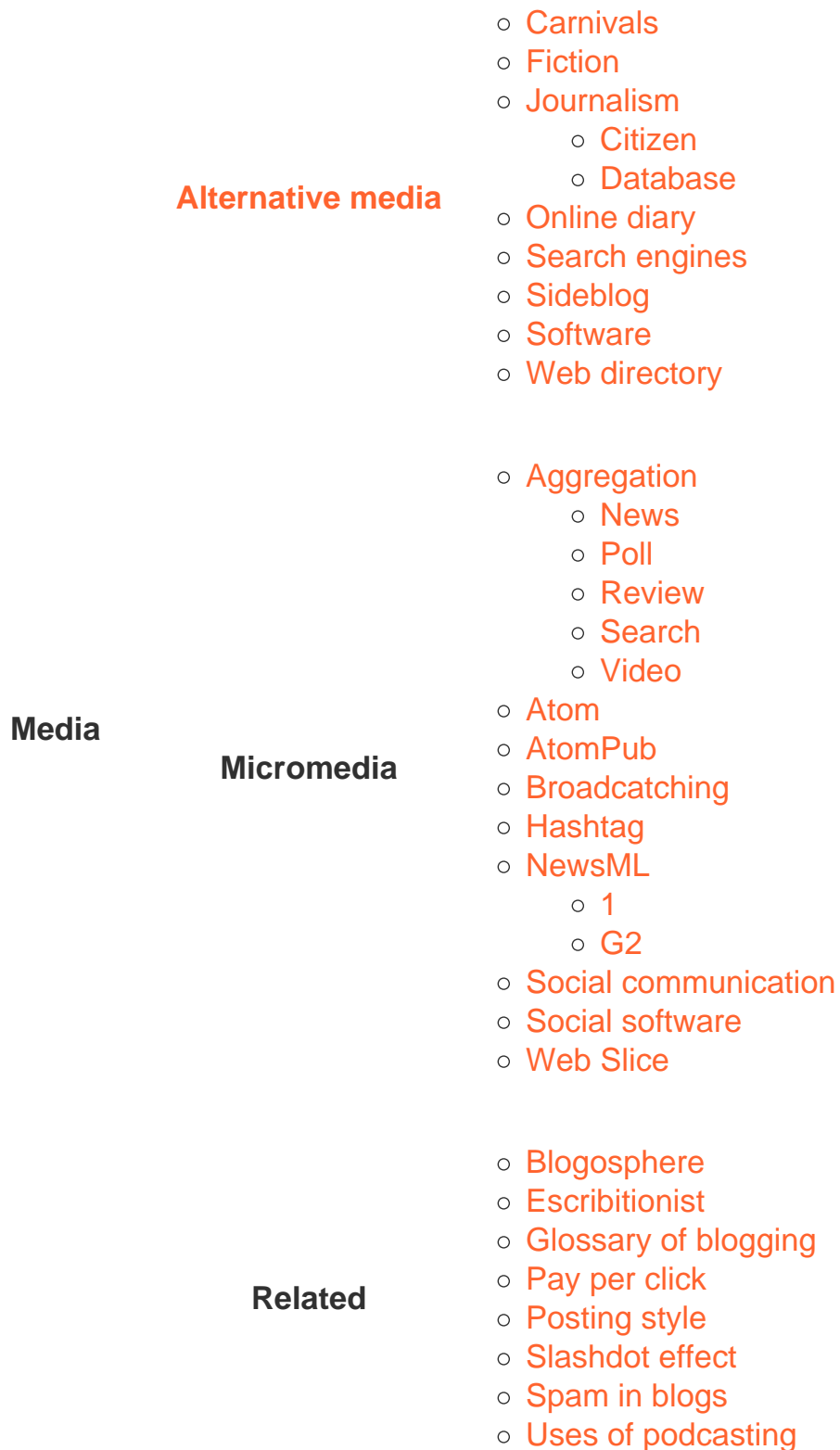- Political
- Project
- Reverse
- Travel
- Warblog

General
- BitTorrent
- Feed URI scheme

Features
- Linkback
- Permalink
- Ping
- Pingback
- Reblogging
- Refback
- Rollback
- Trackback

Mechanism
- Thread
- Geotagging
- RSS enclosure
- Synchronization

Technology

Memetics
- Atom feed
- Data feed
- Photofeed
- Product feed
- RDF feed
- Web feed

RSS
- GeoRSS
- MRSS
- RSS TV

Social
- Inter-process communication
- Mashup
- Referencing
- RSS editor
- RSS tracking
- Streaming media

Standard
- OPML
- RSS Advisory Board
- Usenet
- World Wide Web
- XBEL
- XOXO

- Audio podcast
- Enhanced podcast
- Mobilecast
- Narrowcasting
- Peercasting
- Screencast
- Slidecasting
- Videocast
- Webcomic
- Webtoon
- Web series

Form

- Anonymous blogging
- Collaborative blog
- Columnist
- Instant messaging
- Liveblogging
- Microblog
- Mobile blogging
- Spam blog
- Video blogging
- Motovlogging

Media

Alternative media
- Carnivals
- Fiction
- Journalism
  - Citizen
  - Database
- Online diary
- Search engines
- Sideblog
- Software
- Web directory

Micromedia
- Aggregation
  - News
  - Poll
  - Review
  - Search
  - Video
- Atom
- AtomPub
- Broadcatching
- Hashtag
- NewsML
  - 1
  - G2
- Social communication
- Social software
- Web Slice

Related
- Blogosphere
- Escribitionist
- Glossary of blogging
- Pay per click
- Posting style
- Slashdot effect
- Spam in blogs
- Uses of podcasting

About Web design

Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; user interface design (UI design); authoring, including standardised code and proprietary software; user experience design (UX design); and search engine optimization. Often many individuals will work in teams covering different aspects of the design process, although some designers will cover them all.[1] The term "web design" is normally used to describe the design process relating to the front-end (client side) design of a website including writing markup. Web design partially overlaps web engineering in the broader scope of web development. Web designers are expected to have an awareness of usability and be up to date with web accessibility guidelines.

History

[edit]
See also: History of the World Wide Web
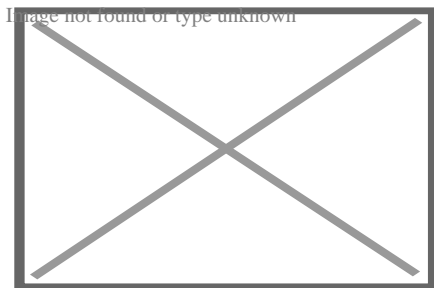
Web design books in a store

1988–2001

[edit]

Although web design has a fairly recent history, it can be linked to other areas such as graphic design, user experience, and multimedia arts, but is more aptly seen from a technological standpoint. It has become a large part of people's everyday lives. It is hard to imagine the Internet without animated graphics, different styles of typography, backgrounds, videos and music. The web was announced on August 6, 1991; in November 1992, CERN was the first website to go live on the World Wide Web. During this period, websites were structured by using the <table> tag which created numbers on the website. Eventually, web designers were able to find their way around it to create more structures and formats. In early history, the structure of the websites was fragile and hard to contain, so it became very difficult to use them. In November 1993, ALIWEB was the first ever search engine to be created (Archie Like Indexing for the WEB).[2]

The start of the web and web design

[edit]

In 1989, whilst working at CERN in Switzerland, British scientist Tim Berners-Lee proposed to create a global hypertext project, which later became known as the World Wide Web. From 1991 to 1993 the World Wide Web was born. Text-only HTML pages could be viewed using a simple line-mode web browser.[3] In 1993 Marc Andreessen and Eric Bina, created the Mosaic browser. At the time there were multiple browsers, however the majority of them were Unix-based and naturally text-heavy. There had been no integrated approach to graphic design elements such as images or sounds. The Mosaic browser broke this mould.[4] The W3C was created in October 1994 to "lead the World Wide Web to its full potential by developing common protocols that promote its evolution and ensure its interoperability."[5] This discouraged any one company from monopolizing a proprietary browser and programming language, which could have altered the effect of the World Wide Web as a whole. The W3C continues to set standards, which can today be seen with JavaScript and other languages. In 1994 Andreessen formed Mosaic Communications Corp. that later became known as Netscape Communications, the Netscape 0.9 browser. Netscape created its HTML tags without regard to the traditional standards process. For example, Netscape 1.1 included tags for changing background colours and formatting text with tables on web pages. From 1996 to 1999 the browser wars began, as Microsoft and Netscape fought for ultimate browser dominance. During this time there were many new technologies in the field, notably Cascading Style Sheets, JavaScript, and Dynamic HTML. On the whole, the browser competition did lead to many positive creations and helped web design evolve at a rapid pace.[6]

Evolution of web design

[edit]

In 1996, Microsoft released its first competitive browser, which was complete with its features and HTML tags. It was also the first browser to support style sheets, which at the time was seen as an obscure authoring technique and is today an important aspect of web design.[6] The HTML markup for tables was originally intended for displaying tabular data. However, designers quickly realized the potential of using HTML tables for creating complex, multi-column layouts that were otherwise not possible. At this time, as design and good aesthetics seemed to take precedence over good markup structure, little attention was paid to semantics and web accessibility. HTML sites were limited in their design options, even more so with earlier versions of HTML. To create complex designs, many web designers had to use complicated table structures or even use blank spacer .GIF images to stop empty table cells from collapsing.[7] CSS was introduced in December 1996 by the W3C to support presentation and layout. This allowed HTML code to be semantic rather than both semantic and presentational and improved web accessibility, see tableless web design.

In 1996, Flash (originally known as FutureSplash) was developed. At the time, the Flash content development tool was relatively simple compared to now, using basic layout and drawing tools, a limited precursor to ActionScript, and a timeline, but it enabled web designers to go beyond the point of HTML, animated GIFs and JavaScript. However, because Flash required a plug-in, many web developers avoided using it for fear of limiting their market share due to lack of compatibility. Instead, designers reverted to GIF animations (if they did not forego using motion graphics altogether) and JavaScript for widgets. But the benefits of Flash made it popular enough among specific target markets to eventually work its way to the vast majority of browsers, and powerful enough to be used to develop entire sites.[7]

End of the first browser wars

[edit]
Further information: Browser wars § First Browser War (1995–2001)

In 1998, Netscape released Netscape Communicator code under an open-source licence, enabling thousands of developers to participate in improving the software. However, these developers decided to start a standard for the web from scratch, which guided the development of the open-source browser and soon expanded to a complete application platform.[6] The Web Standards Project was formed and promoted browser compliance with HTML and CSS standards. Programs like Acid1, Acid2, and Acid3 were created in order to test browsers for compliance with web standards. In 2000, Internet Explorer was released for Mac, which was the first browser that fully supported HTML 4.01 and CSS 1. It was also the first browser to fully support the PNG image format.[6] By 2001, after a campaign by Microsoft to popularize Internet Explorer, Internet Explorer had reached 96% of web browser usage share, which signified the end of the first browser wars as Internet Explorer had no real competition.[8]

2001–2012

[edit]

Since the start of the 21st century, the web has become more and more integrated into people's lives. As this has happened the technology of the web has also moved on. There have also been significant changes in the way people use and access the web, and this has changed how sites are designed.

Since the end of the browsers wars[when?] new browsers have been released. Many of these are open source, meaning that they tend to have faster development and are more supportive of new standards. The new options are considered by many[weasel words] to be better than Microsoft's Internet Explorer.

The W3C has released new standards for HTML (HTML5) and CSS (CSS3), as well as new JavaScript APIs, each as a new but individual standard.[when?] While the term HTML5 is only

used to refer to the new version of HTML and *some* of the JavaScript APIs, it has become common to use it to refer to the entire suite of new standards (HTML5, CSS3 and JavaScript).

2012 and later

[edit]

With the advancements in 3G and LTE internet coverage, a significant portion of website traffic shifted to mobile devices. This shift influenced the web design industry, steering it towards a minimalist, lighter, and more simplistic style. The "mobile first" approach emerged as a result, emphasizing the creation of website designs that prioritize mobile-oriented layouts first, before adapting them to larger screen dimensions.

Tools and technologies

[edit]

Web designers use a variety of different tools depending on what part of the production process they are involved in. These tools are updated over time by newer standards and software but the principles behind them remain the same. Web designers use both vector and raster graphics editors to create web-formatted imagery or design prototypes. A website can be created using WYSIWYG website builder software or a content management system, or the individual web pages can be hand-coded in just the same manner as the first web pages were created. Other tools web designers might use include markup validators[9] and other testing tools for usability and accessibility to ensure their websites meet web accessibility guidelines.[10]

UX Design

[edit]

One popular tool in web design is UX Design, a type of art that designs products to perform an accurate user background. UX design is very deep. UX is more than the web, it is very independent, and its fundamentals can be applied to many other browsers or apps. Web design is mostly based on web-based things. UX can overlap both web design and design. UX design mostly focuses on products that are less web-based.[11]

Skills and techniques

[edit]

Marketing and communication design

[]

Marketing and communication design on a website may identify what works for its target market. This can be an age group or particular strand of culture; thus the designer may understand the trends of its audience. Designers may also understand the type of website they are designing, meaning, for example, that (B2B) business-to-business website design considerations might differ greatly from a consumer-targeted website such as a retail or entertainment website. Careful consideration might be made to ensure that the aesthetics or overall design of a site do not clash with the clarity and accuracy of the content or the ease of web navigation,[12] especially on a B2B website. Designers may also consider the reputation of the owner or business the site is representing to make sure they are portrayed favorably. Web designers normally oversee all the websites that are made on how they work or operate on things. They constantly are updating and changing everything on websites behind the scenes. All the elements they do are text, photos, graphics, and layout of the web. Before beginning work on a website, web designers normally set an appointment with their clients to discuss layout, colour, graphics, and design. Web designers spend the majority of their time designing websites and making sure the speed is right. Web designers typically engage in testing and working, marketing, and communicating with other designers about laying out the websites and finding the right elements for the websites.[13]

User experience design and interactive design

[]

User understanding of the content of a website often depends on user understanding of how the website works. This is part of the user experience design. User experience is related to layout, clear instructions, and labeling on a website. How well a user understands how they can interact on a site may also depend on the interactive design of the site. If a user perceives the usefulness of the website, they are more likely to continue using it. Users who are skilled and well versed in website use may find a more distinctive, yet less intuitive or less user-friendly website interface useful nonetheless. However, users with less experience are less likely to see the advantages or usefulness of a less intuitive website interface. This drives the trend for a more universal user experience and ease of access to accommodate as many users as possible regardless of user skill.[14] Much of the user experience design and interactive design are considered in the user interface design.
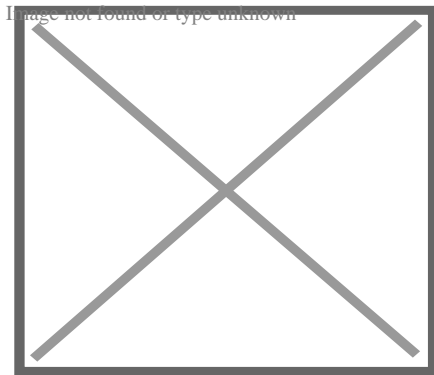
Advanced interactive functions may require plug-ins if not advanced coding language skills. Choosing whether or not to use interactivity that requires plug-ins is a critical decision in user experience design. If the plug-in doesn't come pre-installed with most browsers, there's a risk that the user will have neither the know-how nor the patience to install a plug-in just to access the content. If the function requires advanced coding language skills, it may be too costly in either time or money to code compared to the amount of enhancement the function will add to the user experience. There's also a risk that advanced interactivity may be incompatible with older browsers or hardware configurations. Publishing a function that doesn't work reliably is

potentially worse for the user experience than making no attempt. It depends on the target audience if it's likely to be needed or worth any risks.

Progressive enhancement

The order of progressive enhancement

Main article: Progressive enhancement

Progressive enhancement is a strategy in web design that puts emphasis on web content first, allowing everyone to access the basic content and functionality of a web page, whilst users with additional browser features or faster Internet access receive the enhanced version instead.

In practice, this means serving content through HTML and applying styling and animation through CSS to the technically possible extent, then applying further enhancements through JavaScript. Pages' text is loaded immediately through the HTML source code rather than having to wait for JavaScript to initiate and load the content subsequently, which allows content to be readable with minimum loading time and bandwidth, and through text-based browsers, and maximizes backwards compatibility.[15]

As an example, MediaWiki-based sites including Wikipedia use progressive enhancement, as they remain usable while JavaScript and even CSS is deactivated, as pages' content is included in the page's HTML source code, whereas counter-example Everipedia relies on JavaScript to load pages' content subsequently; a blank page appears with JavaScript deactivated.

Page layout

Part of the user interface design is affected by the quality of the page layout. For example, a designer may consider whether the site's page layout should remain consistent on different

pages when designing the layout. Page pixel width may also be considered vital for aligning objects in the layout design. The most popular fixed-width websites generally have the same set width to match the current most popular browser window, at the current most popular screen resolution, on the current most popular monitor size. Most pages are also center-aligned for concerns of aesthetics on larger screens.

Fluid layouts increased in popularity around 2000 to allow the browser to make user-specific layout adjustments to fluid layouts based on the details of the reader's screen (window size, font size relative to window, etc.). They grew as an alternative to HTML-table-based layouts and grid-based design in both page layout design principles and in coding technique but were very slow to be adopted.[note 1] This was due to considerations of screen reading devices and varying windows sizes which designers have no control over. Accordingly, a design may be broken down into units (sidebars, content blocks, embedded advertising areas, navigation areas) that are sent to the browser and which will be fitted into the display window by the browser, as best it can. Although such a display may often change the relative position of major content units, sidebars may be displaced below body text rather than to the side of it. This is a more flexible display than a hard-coded grid-based layout that doesn't fit the device window. In particular, the relative position of content blocks may change while leaving the content within the block unaffected. This also minimizes the user's need to horizontally scroll the page.

Responsive web design is a newer approach, based on CSS3, and a deeper level of per-device specification within the page's style sheet through an enhanced use of the CSS @media rule. In March 2018 Google announced they would be rolling out mobile-first indexing.[16] Sites using responsive design are well placed to ensure they meet this new approach.

Typography

[edit]
Main article: typography

Web designers may choose to limit the variety of website typefaces to only a few which are of a similar style, instead of using a wide range of typefaces or type styles. Most browsers recognize a specific number of safe fonts, which designers mainly use in order to avoid complications.

Font downloading was later included in the CSS3 fonts module and has since been implemented in Safari 3.1, Opera 10, and Mozilla Firefox 3.5. This has subsequently increased interest in web typography, as well as the usage of font downloading.

Most site layouts incorporate negative space to break the text up into paragraphs and also avoid center-aligned text.[17]

Motion graphics

[edit]

The page layout and user interface may also be affected by the use of motion graphics. The choice of whether or not to use motion graphics may depend on the target market for the website. Motion graphics may be expected or at least better received with an entertainment-oriented website. However, a website target audience with a more serious or formal interest (such as business, community, or government) might find animations unnecessary and distracting if only for entertainment or decoration purposes. This doesn't mean that more serious content couldn't be enhanced with animated or video presentations that is relevant to the content. In either case, motion graphic design may make the difference between more effective visuals or distracting visuals.

Motion graphics that are not initiated by the site visitor can produce accessibility issues. The World Wide Web consortium accessibility standards require that site visitors be able to disable the animations.[18]

Quality of code

[edit]

Website designers may consider it to be good practice to conform to standards. This is usually done via a description specifying what the element is doing. Failure to conform to standards may not make a website unusable or error-prone, but standards can relate to the correct layout of pages for readability as well as making sure coded elements are closed appropriately. This includes errors in code, a more organized layout for code, and making sure IDs and classes are identified properly. Poorly coded pages are sometimes colloquially called tag soup. Validating via W3C[9] can only be done when a correct DOCTYPE declaration is made, which is used to highlight errors in code. The system identifies the errors and areas that do not conform to web design standards. This information can then be corrected by the user.[19]

Generated content

[edit]

There are two ways websites are generated: statically or dynamically.

Static websites

[edit]
Main article: Static web page

A static website stores a unique file for every page of a static website. Each time that page is requested, the same content is returned. This content is created once, during the design of the

website. It is usually manually authored, although some sites use an automated creation process, similar to a dynamic website, whose results are stored long-term as completed pages. These automatically created static sites became more popular around 2015, with generators such as Jekyll and Adobe Muse.[20]

The benefits of a static website are that they were simpler to host, as their server only needed to serve static content, not execute server-side scripts. This required less server administration and had less chance of exposing security holes. They could also serve pages more quickly, on low-cost server hardware. This advantage became less important as cheap web hosting expanded to also offer dynamic features, and virtual servers offered high performance for short intervals at low cost.

Almost all websites have some static content, as supporting assets such as images and style sheets are usually static, even on a website with highly dynamic pages.

Dynamic websites

[edit]
Main article: Dynamic web page

Dynamic websites are generated on the fly and use server-side technology to generate web pages. They typically extract their content from one or more back-end databases: some are database queries across a relational database to query a catalog or to summarise numeric information, and others may use a document database such as MongoDB or NoSQL to store larger units of content, such as blog posts or wiki articles.

In the design process, dynamic pages are often mocked-up or wireframed using static pages. The skillset needed to develop dynamic web pages is much broader than for a static page, involving server-side and database coding as well as client-side interface design. Even medium-sized dynamic projects are thus almost always a team effort.

When dynamic web pages first developed, they were typically coded directly in languages such as Perl, PHP or ASP. Some of these, notably PHP and ASP, used a 'template' approach where a server-side page resembled the structure of the completed client-side page, and data was inserted into places defined by 'tags'. This was a quicker means of development than coding in a purely procedural coding language such as Perl.

Both of these approaches have now been supplanted for many websites by higher-level application-focused tools such as content management systems. These build on top of general-purpose coding platforms and assume that a website exists to offer content according to one of several well-recognised models, such as a time-sequenced blog, a thematic magazine or news site, a wiki, or a user forum. These tools make the implementation of such a site very easy, and a purely organizational and design-based task, without requiring any coding.

Editing the content itself (as well as the template page) can be done both by means of the site itself and with the use of third-party software. The ability to edit all pages is provided only to a specific category of users (for example, administrators, or registered users). In some cases, anonymous users are allowed to edit certain web content, which is less frequent (for example, on forums - adding messages). An example of a site with an anonymous change is Wikipedia.

Homepage design

[edit]

Usability experts, including Jakob Nielsen and Kyle Soucy, have often emphasised homepage design for website success and asserted that the homepage is the most important page on a website.[21] *Nielsen, Jakob; Tahir, Marie (October 2001), Homepage Usability: 50 Websites Deconstructed, New Riders Publishing, ISBN 978-0-7357-1102-0*[22][23] However practitioners into the 2000s were starting to find that a growing number of website traffic was bypassing the homepage, going directly to internal content pages through search engines, e-newsletters and RSS feeds.[24] This led many practitioners to argue that homepages are less important than most people think.[25][26][27][28] Jared Spool argued in 2007 that a site's homepage was actually the least important page on a website.[29]

In 2012 and 2013, carousels (also called 'sliders' and 'rotating banners') have become an extremely popular design element on homepages, often used to showcase featured or recent content in a confined space.[30] Many practitioners argue that carousels are an ineffective design element and hurt a website's search engine optimisation and usability.[30][31][32]

Occupations

[edit]

There are two primary jobs involved in creating a website: the web designer and web developer, who often work closely together on a website.[33] The web designers are responsible for the visual aspect, which includes the layout, colouring, and typography of a web page. Web designers will also have a working knowledge of markup languages such as HTML and CSS, although the extent of their knowledge will differ from one web designer to another. Particularly in smaller organizations, one person will need the necessary skills for designing and programming the full web page, while larger organizations may have a web designer responsible for the visual aspect alone.

Further jobs which may become involved in the creation of a website include:

- Graphic designers to create visuals for the site such as logos, layouts, and buttons
- Internet marketing specialists to help maintain web presence through strategic solutions on targeting viewers to the site, by using marketing and promotional techniques on the internet

- SEO writers to research and recommend the correct words to be incorporated into a particular website and make the website more accessible and found on numerous search engines
- Internet copywriter to create the written content of the page to appeal to the targeted viewers of the site[1]
- User experience (UX) designer incorporates aspects of user-focused design considerations which include information architecture, user-centred design, user testing, interaction design, and occasionally visual design.

Artificial intelligence and web design

[edit]

Chat GPT and other AI models are being used to write and code websites making it faster and easier to create websites. There are still discussions about the ethical implications on using artificial intelligence for design as the world becomes more familiar with using AI for time-consuming tasks used in design processes.[34]

See also

[edit]

- icon
  Image not found or type unknown Internet portal

- Aesthetics
- Color theory
- Composition (visual arts)
- Cross-browser
- Design education
- Drawing
- Dark pattern
- European Design Awards
- First Things First 2000 manifesto
- Graphic art software
- Graphic design occupations
- Graphics
- Information graphics
- List of graphic design institutions
- List of notable graphic designers
- Logotype
- Outline of web design and web development
- Progressive Enhancement
- Style guide
- Web 2.0
- Web colors
- Web safe fonts
- Web usability
- Web application framework
- Website builder
- Website wireframe

Related disciplines

[edit]

- Communication design
- Copywriting
- Desktop publishing
- Digital illustration
- Graphic design
- Interaction design
- Information design
- Light-on-dark color scheme
- Marketing communications
- Motion graphic design
- New media
- Search engine optimization (SEO)
- Technical Writer
- Typography
- User experience
- User interface design
- Web development
- Web animations

Notes

[edit]

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External links

- W3C consortium for web standards

Web design at Wikipedia's sister projects:

- **Media** from Commons
- **Resources** from Wikiversity

Authority control databases: National Edit this at Wikidata

- United States
- France
- BnF data
- Japan
- Czech Republic
- Israel

- **v**
- **t**
- **e**

Design

- Outline
- Designer

Disciplines

Communication design

- Advertising
- Book design
- Brand design
- Exhibit design
- Film title design
- Graphic design
    - Motion
    - Postage stamp design
    - Print design
- Illustration
- Information design
- Instructional design
- News design
- Photography
- Retail design
- Signage / Traffic sign design
- Typography / Type design
- Video design
- Visual merchandising

Environmental design

- Architecture
- Architectural lighting design
- Building design
    - Passive solar
- Ecological design
- Environmental impact design
- Garden design
    - Computer-aided
- Healthy community design
- Hotel design
- Interior architecture
- Interior design
    - EID
- Keyline design
- Landscape architecture
    - Sustainable
- Landscape design
- Spatial design
- Urban design

- Automotive design
- Automotive suspension design
- CMF design

Approaches

- Active
- Activity-centered
- Adaptive web
- Affective
- Brainstorming
- By committee
- By contract
- C-K theory
- Closure
- Co-design
- Concept-oriented
- Configuration
- Contextual
- Continuous
- Cradle-to-cradle
- Creative problem-solving
- Creativity techniques
- Critical
    - Design fiction
- Defensive
- Design–bid–build
- Design–build
    - architect-led
- Diffuse
- Domain-driven
- Ecological design
- Energy neutral
- Engineering design process
    - Probabilistic design
- Ergonomic
- Error-tolerant
- Evidence-based
- Fault-tolerant
- Framework-oriented
- For assembly
- For behaviour change
- For manufacturability
- For Six Sigma
- For testing
- For the environment
- For X
- Functional
- Generative
- Geodesign
- HCD

Tools

- AAD
- Architectural model
- Blueprint
- Comprehensive layout
- CAD
  - CAID
  - Virtual home design software
- CAutoD
- Design quality indicator
- Electronic design automation
- Flowchart
- Mockup
- Design specification
- Prototype
- Sketch
- Storyboard
- Technical drawing
- HTML editor
- Website wireframe

Intellectual property

- Clean-room design
- Community design
- Design around
- Design infringement
- Design patent
- Fashion design copyright
- *Geschmacksmuster*
- Industrial design rights
  - European Union

Organizations

- American Institute of Graphic Arts
- Chartered Society of Designers
- Design and Industries Association
- Design Council
- International Forum Design
- Design Research Society

- European Design Award

Related topics

- Agile
- Concept art
- Conceptual design
- Creative industries
- Cultural icon
- .design
- Dominant design
- Enterprise architecture
- Form factor
- Futures studies
- Indie design
- Innovation management
- Intelligent design
- Lean startup
- New product development
- OODA loop
- Philosophy of design
- Process simulation
- Reference design
- Slow design
- STEAM fields
- Unintelligent design
- Visualization
- Wicked problem

- Design attributes
- brief
- change
- classic
- competition
    - architectural
    - student
- director
- education
- elements
- engineer
- firm
- history
- knowledge
- language
- life
- load
- museum
- optimization
- paradigm

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- keyword research services
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Frequently Asked Questions

What is the difference between local SEO and general SEO?

General SEO focuses on improving a website's visibility on a broader scale, often targeting national or international audiences. Local SEO, on the other hand, zeroes in on geographic areas, helping businesses attract nearby customers through local keywords, directory listings, and Google My Business optimization.

What should I expect from SEO agencies in Sydney?

SEO agencies in Sydney typically offer comprehensive services such as keyword research, technical audits, on-page and off-page optimization, content creation, and performance tracking. Their goal is to increase your site's search engine rankings and drive more targeted traffic to your website.

Why is keyword research important for SEO?

Keyword research helps identify the terms and phrases that potential customers are using to search for products or services. By targeting these keywords in your content, you can improve your visibility in search engine results, attract more qualified leads, and drive higher conversion rates.

What sets SEO specialists in Sydney apart?

SEO specialists in Sydney often have deep expertise in the local market. They understand the competitive landscape, know which keywords resonate with Sydney-based audiences, and are skilled at optimizing websites to rank well in local search results.

What is SEO?

SEO, or search engine optimisation, is the practice of improving a website's visibility on search engines like Google. It involves optimizing various elements of a site such as keywords, content, meta tags, and technical structure to help it rank higher in search results.

How can a digital agency in Sydney help with SEO?

A digital agency in Sydney can offer a comprehensive approach, combining SEO with other marketing strategies like social media, PPC, and content marketing. By integrating these services, they help you achieve a stronger online presence and better ROI.

SEO services expert

SEO Sydney

Phone : 1300 684 339

City : Sydney

State : NSW

Zip : 2000

Google Business Profile

Google Business Website

Company Website : https://sydney.website/seo-sydney/

USEFUL LINKS

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