
Websites structure and design

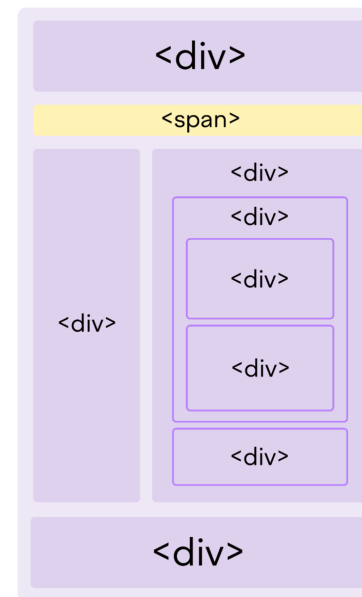
Design phase

What Is Semantic HTML?

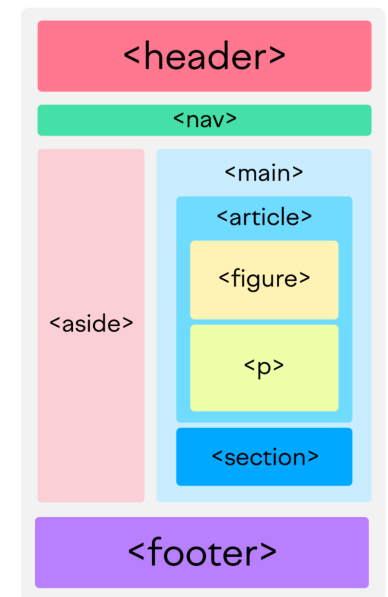


- **Semantic HTML**, also known as semantic **markup**, refers to the use of HTML tags that convey the meaning—or semantics—of the content contained within them.
- By adding semantic HTML tags to your pages, you provide additional information that helps define the roles and relative importance of the different parts of your page.
- (As opposed to non-semantic HTML, which uses tags that don't directly convey meaning.)

Non-Semantic HTML



Semantic HTML



Why Do I Need to Use Semantic HTML Tags?

- Accessibility
- SEO (search engine optimization)

Types of HTML Semantic Tags

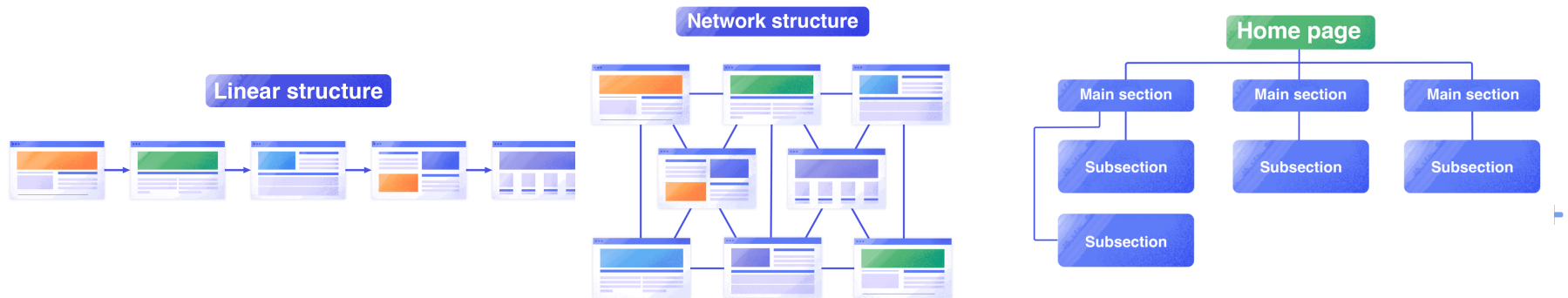
- structural
- for text



Page structure



- **Linear, or sequential structure:** for small number of pages
- **Network or web-linked structure:** suited for e-commerce websites
- **Hierarchical or tree-like structure:** websites that have large amounts of information and pages



+ Why structure matters for SEO and how it impacts search visibility

- **Search engines care about user experience.** SERP rankings are influenced by how easy a website can be navigated and used.
- **A well-structured site increases the chances of getting sitelinks and other SERP features.** Sitelinks are displayed in the SERP and showcase your domain along with several internal URLs grouped below.
- **Technical SEO relies on a solid structure.** Numerous technical SEO aspects, such as page crawling and indexing, depend on the structure of the website.
- **A proper structure ensures proper page crawling.**
- **It prevents self-competition**



Essential elements of website structure

- Categories
- Navigation
- Internal links
- Breadcrumbs
- Sitemap



THE BASICS OF PAGE LAYOUT



- five major elements of page layout: visual hierarchy, visual flow, grouping and alignment, how to put these three elements together, and how to use dynamic displays.

You're invited to Zelda's 30th Birthday Party! Please come dressed as your favorite Gilbert and Sullivan character. Children are welcome. Dinner will be served; if you'd like to bring food, call Stacy at 555-1212. When: October 20th, at 7:00 PM Where: Zelda's house. If you need directions, feel free to call Zelda and ask. Please RSVP to Stacy by October 10th. See you there!

You're invited to
Zelda's 30th Birthday Party!

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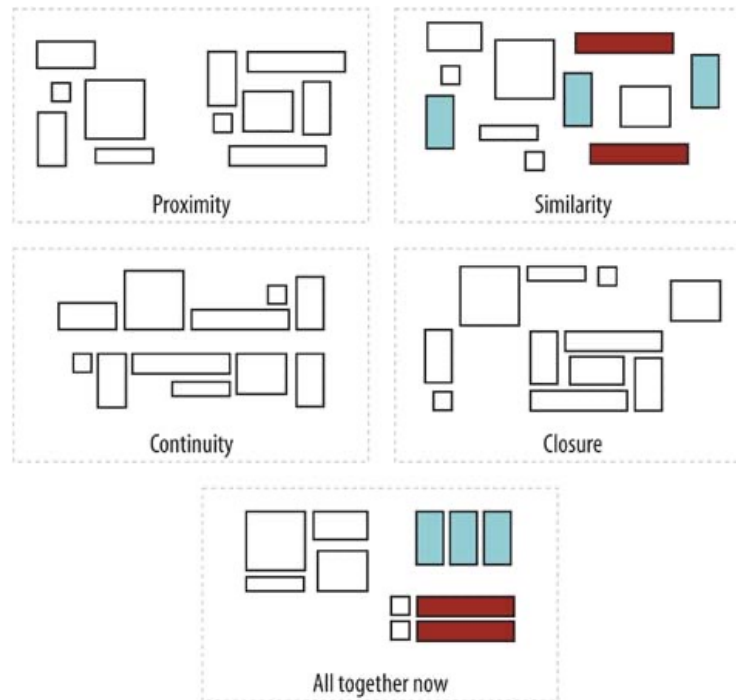
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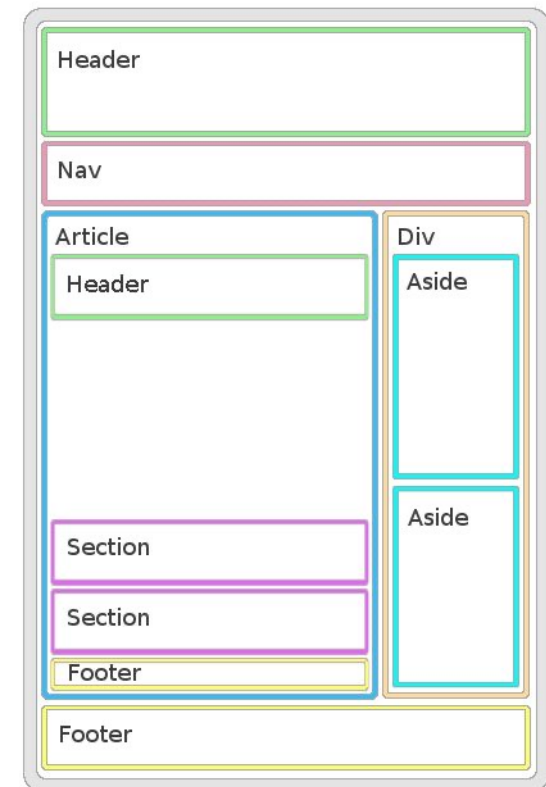
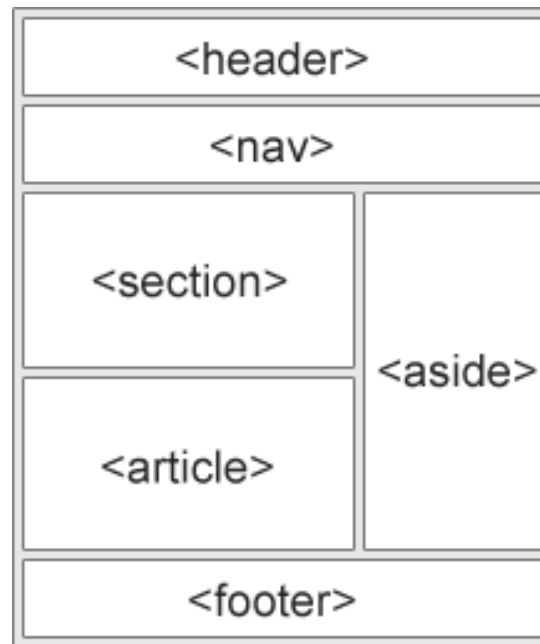


- Website structure diagram with the low fidelity wireframe elements



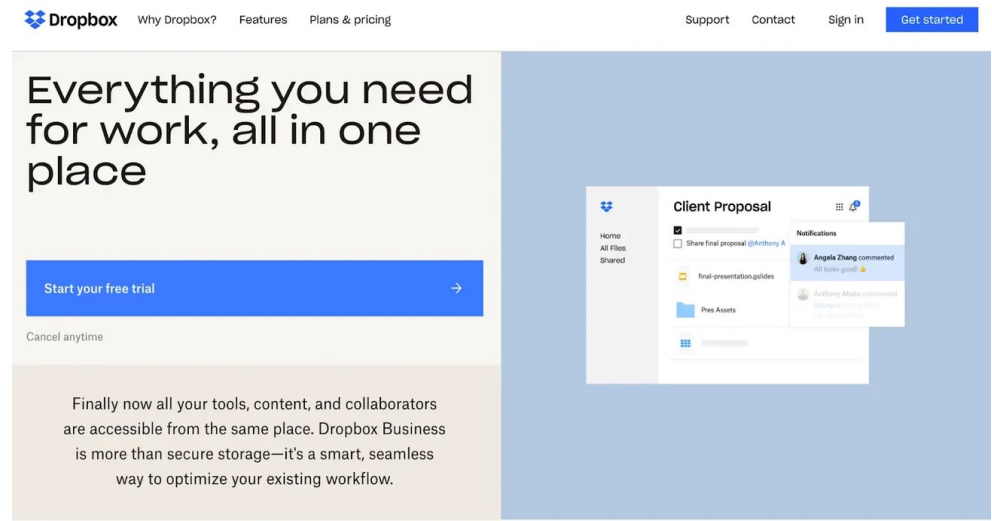
Website layout

+



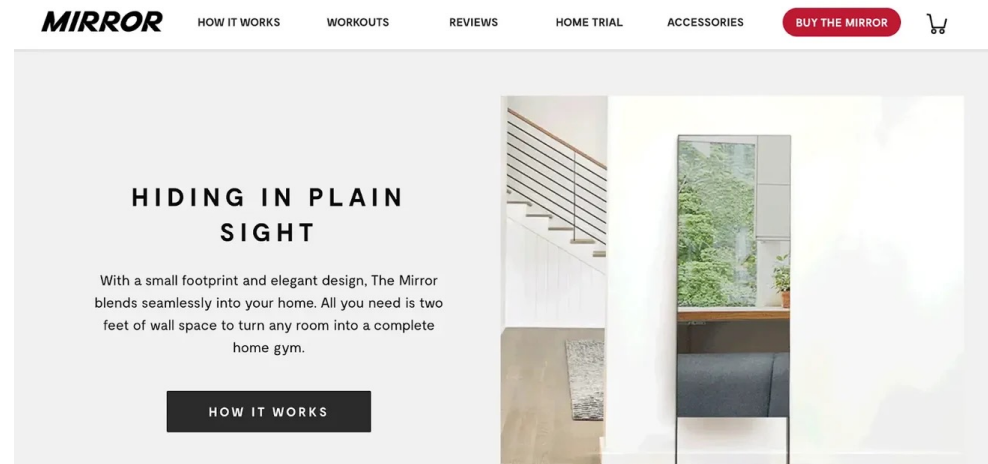
+ What You Should Include in Your Website

- Headline: Within three seconds, a website needs to tell visitors what the business has to offer.



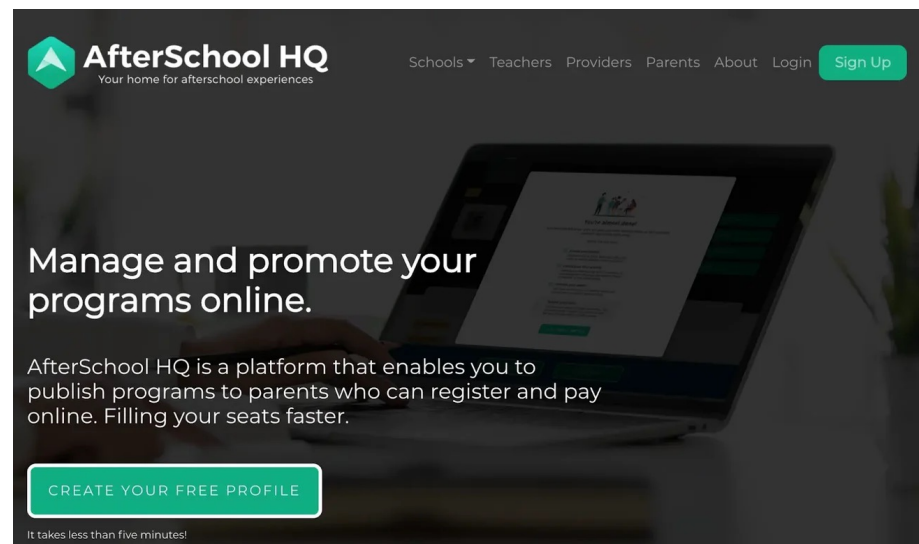
+ What You Should Include in Your Website

- Sub-headline: supplement the headline by offering a brief description.



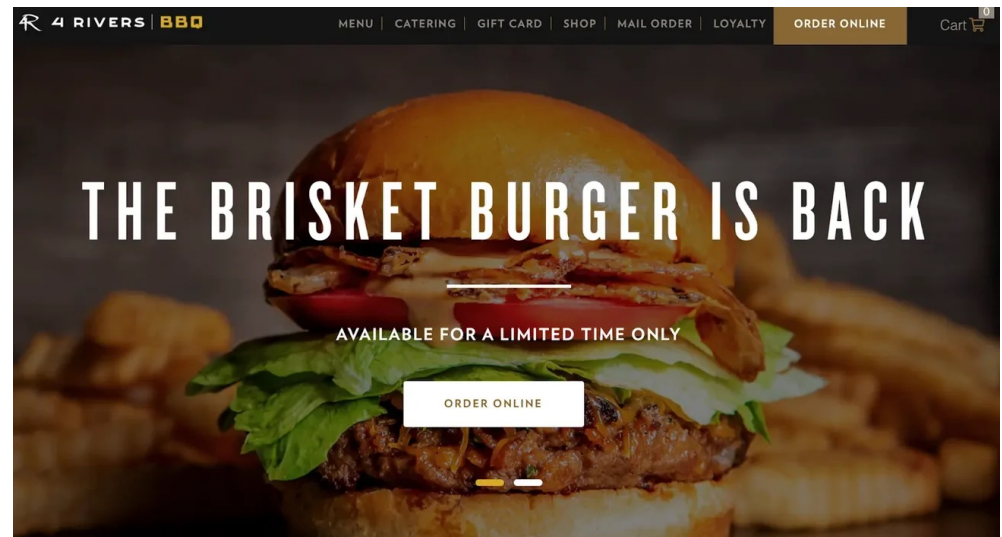
+ What You Should Include in Your Website

- Primary Calls-to-Action: two to three calls-to-action. These CTAs should be visually striking.




+ What You Should Include in Your Website

- Supporting Image: Most people are visual. Make sure to use an image



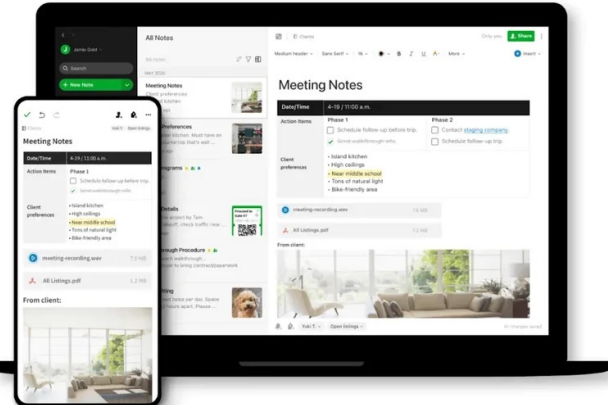
+ What You Should Include in Your Website

- Benefits: Why what you do matters?



WHY EVERNOTE FEATURES + PLANS +

Help Log In [Download](#)



WORK ANYWHERE

Keep important info handy by syncing your notes to all your devices.

CAPTURE WHAT MATTERS

Add text, images, audio, scans, PDFs, and documents to your notes.

YOUR NOTES, YOUR WAY

Express yourself with formatting tools that help you write how you think.

FIND THINGS FAST

Get what you need, when you need it. Search gives you results as you type.

+ What You Should Include in Your Website

- Social Proof: Include just a few of your best (short) quotes on the homepage. Social proof is a powerful indicator of trust.

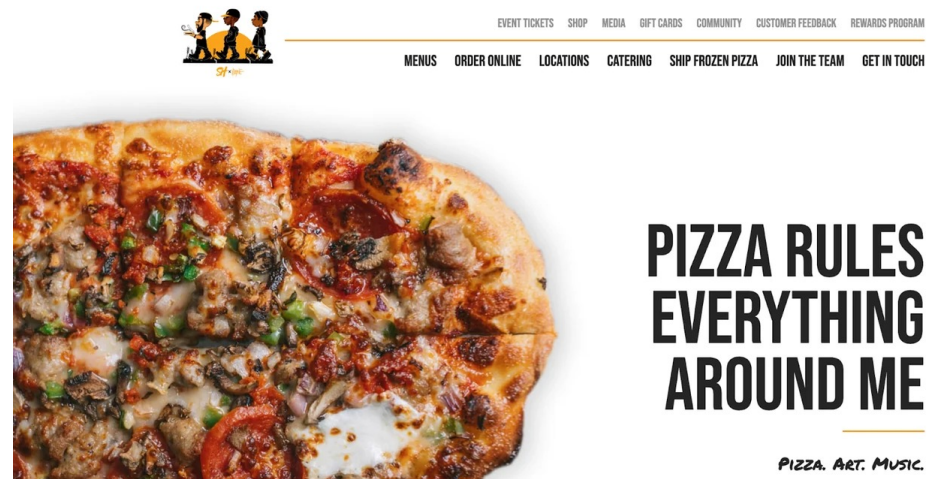
“Lessonly's willingness to accept feedback and make changes makes them the **best business partner** a company could hope for.”

Karen from Warby Parker



+ What You Should Include in Your Website

- Navigation: give your visitors a clear path to the pages they need right from the homepage



What You Should Include in Your Website

- Content Offer
- Secondary Calls-to-Action
- Features
- Resources
- Success Indicators



Website usability evaluation

Exercise
