*Our second DF question is "What are the best practices recommended by web professionals for content layout, menu structure, and other areas of web sites?" Review professional blogs, web design companies' sites, YouTube content. Much on best practices in Web Design has already been published. Sometimes professionals do not agree on all aspects of web design. Please make sure to cite your sources.*

I tried to look for new resources other than ones introduced in our class. One of my favorite one is a blog article about best practices of web design in 2022. In this article, the author listed 12 important points as best practices of web design; Consistent branding, Clear CTAs, Intuitive navigation, Clean design, Storytelling, Visuals, Mobile-first design, Accessibility, Prioritize search engine optimization (SEO), Monitor site speed, Heatmaps, and A/B Testing (Nickerson, 2022). Some of them are the same ones introduced in other articles like intuitive navigation, mobile-first design or accessibility with contrast colors. While these are the basic and common sense when designing web sites, the fact that the aspect of data analysis such as heatmap or A/B testing is mentioned was very interesting for me. I assumed the work of design was based on the artistic talents, but it does not seem to be the case. The good design has to be analyzed with data to optimize the site and judge what is good and bad.

The second article that I want to refer is about the navigation. As the previous article and class textbook emphasized the importance of navigation as a basic component of good web design, it deserves to dig into the best practice of navigation itself. According to one article, there are 10 important points; Start with a site map, Cater to visitor wants and needs, Use descriptive, short menu titles, Limit the number of menu items in the top navigation, Don’t use more than two menu levels in the top navigation, Use menu headings in “fat footers” and “mega menus", Add a call-to-action button in the top navigation, Experiment with sticky top navigation menus, Consider the mobile view of your menus, and Use your analytics to improve (Raubi, 2021). It was very interesting since I was not aware of concept such as fat footers, while I did use many websites with that footers. The fact that I did not realize means the design of web sites were very intuitive and natural. In addition to this, the article also mentions the importance of the continuous improvement with analytics. I believe this is important for all works named “engineering” or “development”.

References:

Nickerson, B. (2022, April 28). *12 web design best practices for 2022*. Tiller. Retrieved June 29, 2022, from <https://tillerdigital.com/blog/12-web-design-best-practices-for-2022/>

Raubi Marie Perilli (2021, Jan 21). *10 best practices for website navigation.* GoDaddy. Retrieved June 29, 2022, from <https://www.godaddy.com/garage/10-best-practices-for-website-navigation/>