**USER INTERFACE**

**ASSIGNMENT 3**

**WEBSITE DESIGN**

1. Plan Before You Do

The best time to structure your website is before you even start designing it. The site only needs to be a twinkle in your eye for you to begin the planning process.Power up a word processor or go the low-tech route with a whiteboard or some scratch paper, and begin writing out how you want to organize your site.

2. Symmetry Is Key

The human brain appreciates balance, so make sure your structure fits the bill. For example, if I have four menu items — About, Portfolio, Work With Me, and Contact — make sure each of them have a similar number of sub-categories.If your structure is lopsided, that likely means the site is about something different than you thought and ought to be reordered..

3. Pay Attention to Page Slugs

“Slug” is internet speak for the tail end of the URL for a page or post. For example, in the URL mywebsite.com/about-me, “about-me” is the slug. The slug gets longer depending on how much information you put in the URL. For example, “mywebsite.com/work-with-me/web-design,” has a longer slug to indicate that the page is further down in the site structure.

4. Make Your Menu Front and Center

Your menu is typically a horizontal list of links showing users how to navigate to other pages or sections on your site, and it’s a best practice to place it up top. Whether you’re designing from scratch or using a [click-to-edit website builder](https://www.dreamhost.com/blog/design-website-without-code/), it’s vital that your menu is easy to find. Otherwise, your users simply aren’t going to be able to navigate around your site.

### 5. Keep It Simple

Finally, remember not to over-structure your site. We know it’s tough to pare down your entire body of work into one portfolio site, but there’s a reason one-page layouts are popular: our attention spans don’t have much time for anything else.

**DESIGN TIPS**

1. Develop a clear hierarchy and text links

 Your site navigation plays a role in how long a visitor stays on your site. If they can get to the destination in a few simple clicks, you’ve built successful site navigation. If it takes a visitor more than three clicks, you’ve lost them and they may never return. Don’t let that happen!

1. Keep links on a given page to a reasonable number.

Using inbound links helps your visitors get to the final destination on your site faster. By creating links out of the text on the web pages, your can directly take the visitors to the related page. Just don’t go link crazy within the content, as that can distract the visitors and they may end up leaving all together.

1. Try to use text instead of images

Text is straight to the point, telling the visitors exactly who or what the information is about. Images can take away from the point you are trying to make. Be clear and concise.

1. Make sure title elements and alt attributes are descriptive and accurate.

This is where your long-tailed keywords can be incorporated. Use the one keyword you are focusing on for the page in your page title, meta description, and alt tags. Your page content should be directly related with the keyword you use. Doing so will help to keep your page unique as well, which follows the [rules of SEO](http://streamcreative.com/blog/bid/55987/The-Secret-of-Successful-Search-Engine-Optimization).

1. Focus on [buyer personas](http://streamcreative.com/blog/bid/56122/How-To-Use-Buyer-Personas-to-Generate-Content) when creating your pages.

Think about your target audience when you build out your pages. Help them navigate through your site by building the path for them. Make your goal obvious and show them the action they should take, such as call-to-actions.

1. Check for broken links.

Simply put, no one likes a broken link or site. Make sure everything is working properly and test EVERY link you create. A broken link leads to your visitor leaving.