* **Input and Output** — These patterns deal with how the user interacts, or submits input, to the site, and likewise of how the site responds, or submits feedback.
* **Navigation** — These help guide the user around the site, ensuring they are properly oriented and know how to find their way if lost.
* **Content Structuring** — Is your content accessible and easy to access? These patterns help you organize your content so that your user can fully enjoy your site.
* **Social Sharing** — These are the patterns that allow, promote, and facilitate the sharing of your site on any social media venue you prefer.