


Chapter 24


Designing an eCommerce web site

With design guidelines from Murach's *HTML5 and CSS3*

A web site that is easy to use



Free shipping for orders \$99+
*\$7 flat rate under that! - [Learn more](#)

[Home](#) | [About Us](#) | [My Account](#) | [Customer Service](#) 

WILD RICE SOUP MIXES DRIED FRUIT DRIED VEGETABLES MORE WAYS TO SHOP SALE

Welcome Guest, [Login](#)

FOOD SEARCH


[Home](#) / [Dried Vegetables](#)


CATEGORIES

- ▶ [Air Dried Vegetables](#)
- ▶ [Freeze Dried Vegetables](#)

SAVE 10%
on small retail bags (smallest size)

PROMO CODE
RETAIL10



 KEEP IN TOUCH







Sign up for our news and specials via email:

Dried Vegetables

Our Selection:

We have [23 varieties of air dried vegetables](#) and [8 varieties of freeze dried vegetables](#), for backpacking, camping, and quick-and-easy eating right at home.

Featured Items

	<p>Freeze Dried Broccoli</p> <p>Starting at: \$4.98</p> <p><input type="button" value="View Details"/></p>		<p>Air Dried Tomato Flakes</p> <p>★★★★★(1)</p> <p>Starting at: \$6.50</p> <p><input type="button" value="View Details"/></p>		<p>Air Dried Champignon Mushroom</p> <p>★★★★★(1)</p> <p>Starting at: \$6.95</p> <p><input type="button" value="View Details"/></p>
	<p>Freeze Dried Organic Super Sweet Corn</p> <p>Starting at: \$8.48</p> <p><input type="button" value="View Details"/></p>		<p>Air Dried Carrots</p> <p>★★★★★(1)</p> <p>Starting at: \$3.81</p> <p><input type="button" value="View Details"/></p>		<p>Air Dried Mixed Veggies</p> <p>★★★★★(2)</p> <p>Starting at: \$5.60</p> <p><input type="button" value="View Details"/></p>

[Category Overview](#) [Cooking Tips](#) [Customer Testimonials](#)

Dried Vegetables are nutritious and easy to store, use, and take along.

- Many make excellent dry snacks as they are, right out of the bag.

What web site users want

- To find what they're looking for as quickly and easily as possible
- To get the information or do the task that they want to do as quickly and easily as possible

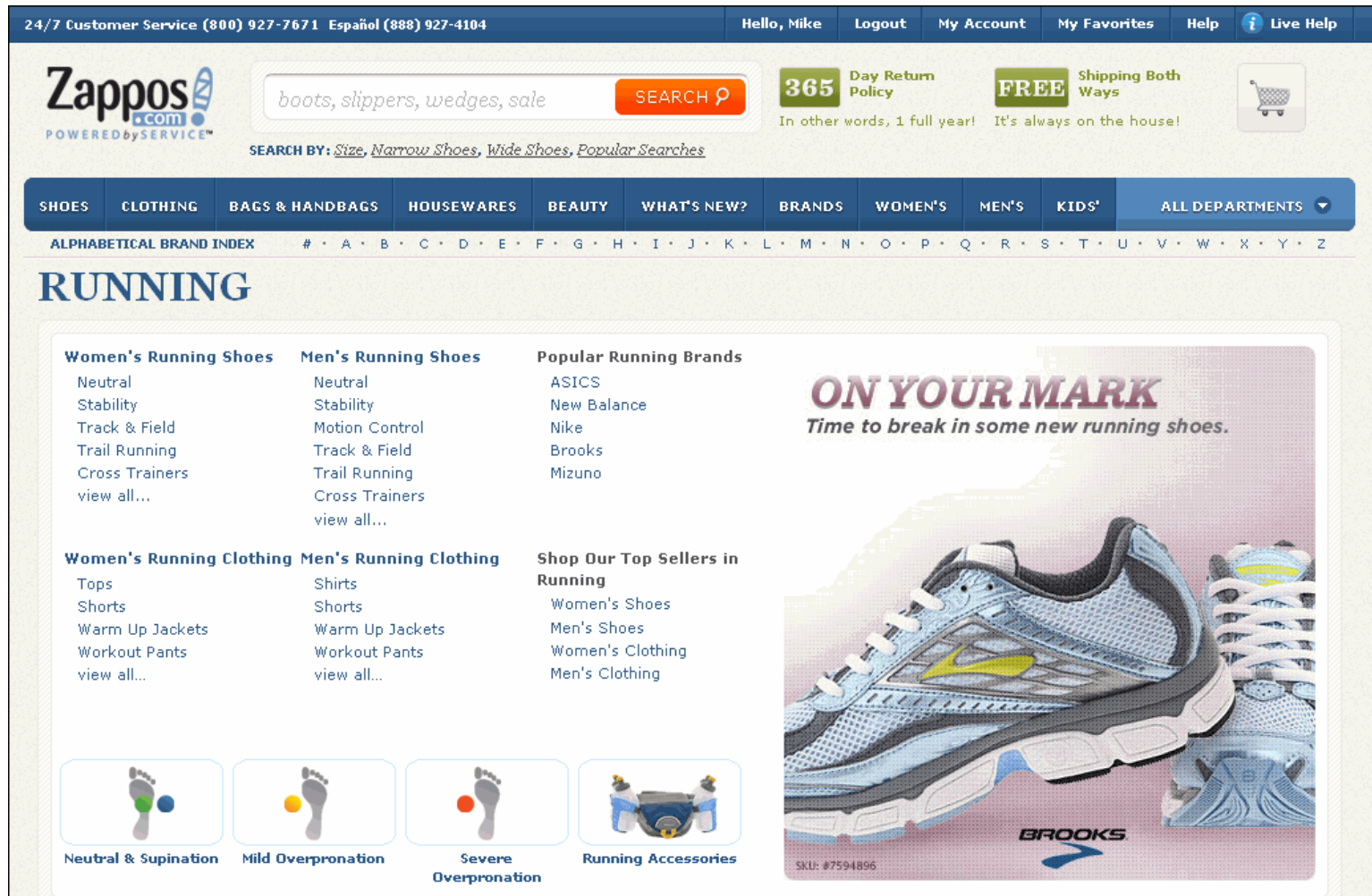
How web site users use a web page

- They scan the page to find what they're looking for or a link to what they're looking for, and they don't like to scroll. If they get frustrated, they leave.
- They often click on links and buttons with the hope of finding what they're looking for, and they frequently click on the Back button when they don't find it.

Three guidelines for improving usability

- Present all of the critical information “above the fold” so the user doesn’t have to scroll.
- Group related items into separate components, and limit the number of components on each page.
- Adhere to the current conventions for web site usability.

A web page that illustrates some of the current web site conventions




Header conventions

- The header consists of a logo, tag line, utilities, and a navigation bar.
- The tag line identifies what's unique about the web site.
- The navigation bar provides links that divide the site into sections.
- The utilities consist of links to useful but not primary information.
- If your site requires a search function, it should be in the header, and it should consist of a large text box for the text followed by a button that's labeled either “Go” or “Search.”


Navigation conventions

- Underlined text is always a link.
- Images that are close to short text phrases are clickable.
- A small symbol in front of a text phrase is clickable.
- Clickable buttons should look like they're 3D.
- Short text phrases in columns are clickable.
- If you click on a cart symbol, you go to your shopping cart.
- If you click on the logo in the header, you go to the home page.

A home page that tries to sell the site

**consumersearch**
love what you buy



Home | Blog | As Seen On TV

Search for reviews 




Go

Sample Searches: air conditioners, gas grills, lawn mowers

Electronics | Home & Garden | Kitchen & Food | Fitness & Sports | Computers & Internet | Family & Pets | Health & Beauty | Automotive


 AUTOMOTIVE
Pickup Trucks
A workhorse vehicle, with style too
Select a pickup truck that does it all ►

BACK NEXT

We Simplify The Complex

- 1. Collect** *the best reviews* 
- 2. Analyze** *their picks* 
- 3. Recommend** *what to buy* 

[Learn more ►](#)

Product Reviews
[Home & Garden](#)
Air Conditioners
Mattresses
Dehumidifiers
Mosquito Traps
Stick Vacuums
[► See All Home & Garden](#)
[Health & Beauty](#)
Men's Electric Shavers
Glucose Meters
Body Lotion
Multivitamins
Teeth Whitening
[► See All Health & Beauty](#)
[Electronics](#)
Cell Phone Plans
Digital Camcorders
eBook Readers
Cell Phones
Paper Shredders
[► See All Electronics](#)
[Computers & Internet](#)
Multifunction Printers
Online Brokers
Tablet Computers
Photo Printers
Wireless Routers
[► See All Computers & Internet](#)

Productopia: Recent Blog Posts
[General Motors' large crossovers get front center airbag for 2013](#)

When I saw that General Motors had announced the introduction of a new front-center airbag, I thought, "What is this, 1973, with the..."
[Read more ►](#)

10 guidelines for an effective home page

1. Emphasize what your site offers that's valuable and how your site differs from competing sites.
2. Emphasize the highest priority tasks of your site so users have a clear idea of what they can do.
3. Don't welcome users to your site because that's a waste of space.
4. Group items in the navigation areas so similar items are next to each other, and don't provide multiple navigation areas for the same types of links.
5. Only use icons for navigation if the users will readily recognize them.
6. Use drop-down menus sparingly, especially if the items aren't self-explanatory.

10 guidelines for an effective home page (cont.)

7. Design the home page so it is different from the other pages of the site.
8. Don't include an active link to the home page on the home page.
9. Code the title for the home page as the organization name, followed by a short description, and limit the title to 8 or fewer words and 64 or fewer characters.
10. If your site provides shopping, include a link to the shopping cart on your home page.

A product page with the active links highlighted

ORVIS®

100% Satisfaction Guaranteed

Home Page | Catalog Quick Order | Stores | My Account | Gift Registry | Customer Service

SAVE UP TO \$259

Get a FREE Battenkill Reel when you buy a Helios, Hydros, or TLS rod.

Basket / Checkout

0 Items in your Basket

0 Recently Viewed Items

Enter keyword or Item # SEARCH

Men's Women's Travel Luggage **Fly Fishing** Hunting Dogs Gifts Distinctive Home Sale See All

Sign-In | New Guest? Join us on Facebook

Fly Fishing

What's New

- New for Summer 2010
- Helios Rods
- Hydros Rods
- Fly Fishing Packages
- Fishing Specials

Shop by Category

- Fly Rods**
- Fly Rod Selector
- Helios Rods
- Helios Ion Rods
- Hydros Freshwater Rods
- Hydros Saltwater Rods
- Freshwater Helios Rods**
- Saltwater Helios Rods

Helios Freshwater Fly Rods

Browse Hydros Saltwater Rods

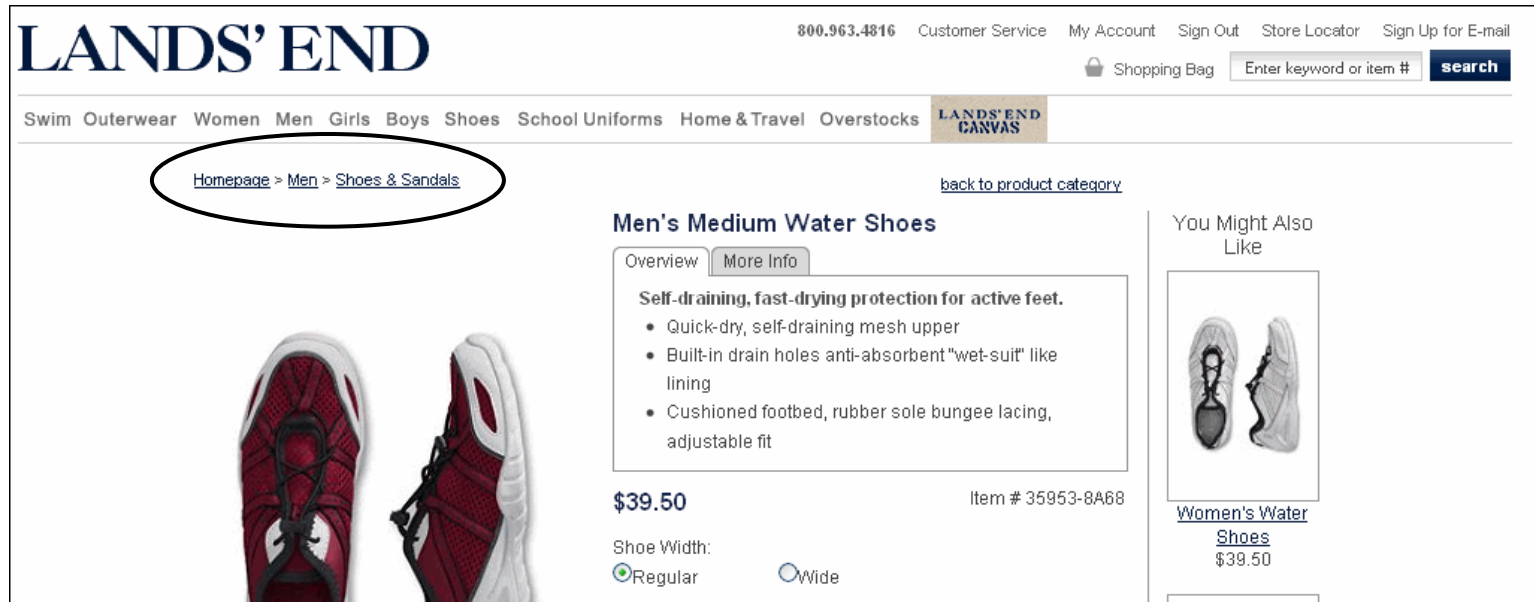
FRESHWATER HELIOS RODS

Browse Saltwater Helios Rods

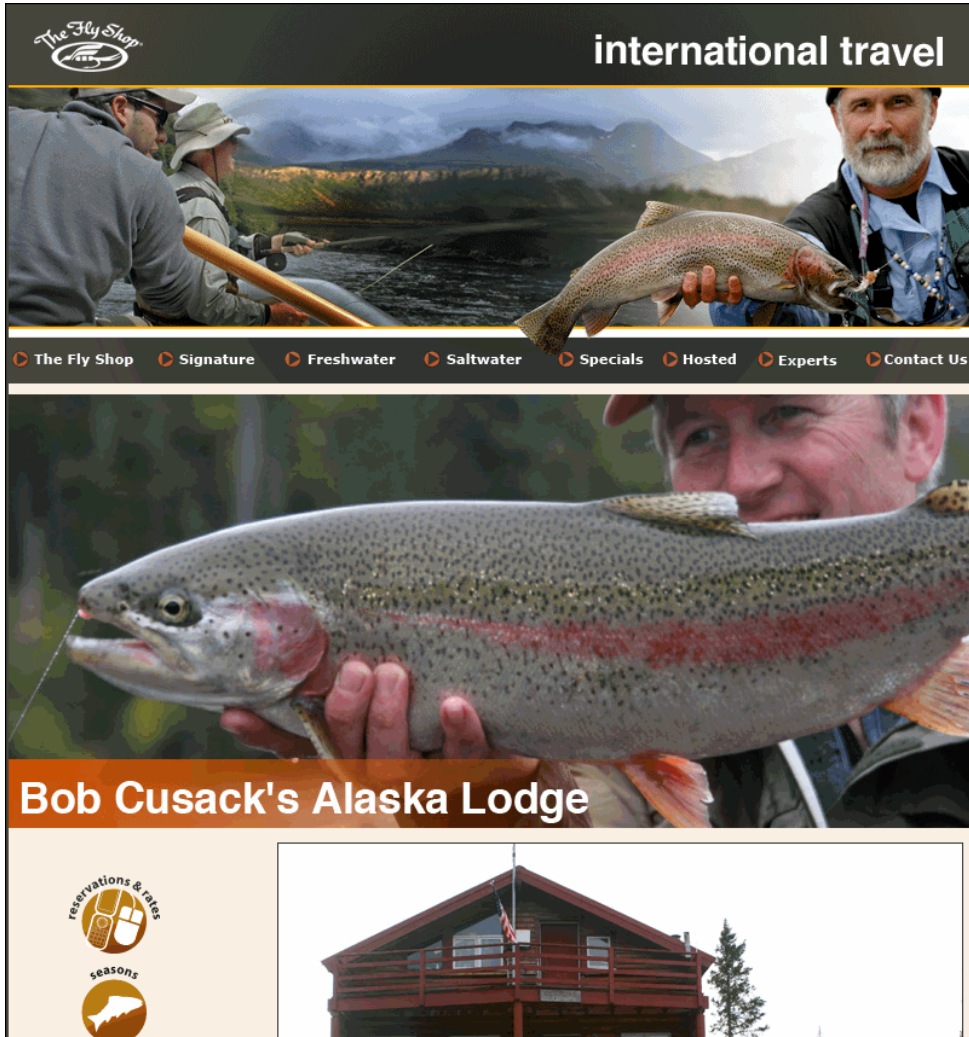
Model (click below)	Line Weight	Length	Flex Index	Number of Pieces
ZG Helios™ 763-4 Mid Flex 7.5 Fly Rod Price: \$775.00	3	7'6"	Mid 7.5	4
ZG Helios™ 843-4 Mid Flex 8.0 Fly Rod Price: \$775.00	3	8'4"	Mid 8.0	4
ZG Helios™ 843-4 Tip Flex 9.5 Fly Rod	3	8'4"	Tip 9.5	4

Be sure that users know where they are

Breadcrumbs: another way to let users know where they are



Wasted space on a primary page



Guidelines for the effective use of space

- Keep the header relatively small.
- Prioritize the components for each page.
- Give the most important components the primary locations.

Writing that isn't for the web

The progressive air services you'll use to reach Cusack's Alaska Lodge are a wonderful reflection of your journey into the wilderness. First, you will fly a major jet service from near your home to Anchorage, Alaska; arriving here, most itineraries will mandate an overnight stay. The next morning you will board a small plane piloted by one of the fine bush pilots of Iliamna Air Taxi (often one of their Pilatus aircraft, a high-flying, very comfortable aircraft), for the transfer between Anchorage and the little village of Iliamna. Upon arriving, Iliamna Air Taxi's Iliamna crew will switch your gear from the mid-sized plane to a smaller, float-equipped Cessna or Beaver, and after a short wait, you will be on the final leg of your adventure, touching down on the lake's surface in front of Bob's lodge a short thirty minutes later. For the remainder of your week, Bob will be your pilot, flying you into amazingly beautiful country in his two small airplanes, giving you a peek into the enormity and grandeur of his corner of Alaska.

The same copy, but written for the web

The three-part flight to Bob Cusack's Alaska Lodge is a fascinating journey into the Alaskan wilderness

1. You take a major jet service from your home to Anchorage, Alaska.
2. From Anchorage, you take the Iliamna Air Taxi to the little village of Iliamna. This flight will be piloted by one of the Air Taxi's fine bush pilots in a comfortable plane like the Pilatus.
3. In Iliamna, the Air Taxi's crew will switch your bags to a smaller, float plane like a Cessna or a Beaver. Then, after a short wait and a 30 minute flight, you will touch down on beautiful Lake Iliamna in front of Bob's lodge.

For the remainder of your week, Bob will be your pilot as he takes you into the beauty and grandeur of his corner of Alaska.

Web writing guidelines

- Use fewer words.
- Write in inverted pyramid style with the most important information first.
- Use headings and subheadings to identify portions of the text.
- Use bulleted lists and numbered lists to make information more accessible.
- Use tables for tabular information.
- Don't use all caps (all capital letters) for headings. Usually, it's best to capitalize only the first letter in a heading, plus any required capitalization.
- Make the text for all links as explicit as possible.

Typographical guidelines

- Limit the line length of paragraphs to 65 characters.
- Use a sans serif font in a size that's large enough for easy reading.
- Show the relationship between a heading and the text that follows by keeping them close.
- Use dark text on a light background, and don't use an image for the background.
- Don't center text and don't justify text.
- If you indent the first lines of paragraphs, you don't need space between the paragraphs.
- Don't use reverse type (white type on a colored background) for text.

A page with chunks of information

About the book

[What this book does](#)
[Who this book is for](#)
[What software you need](#)
[Table of contents](#)
[Meet the author](#)
[Related books](#)

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Courseware

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[For instructors](#)

FAQs and correcx

[FAQs](#)
[Corrections](#)

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When you buy books from

Murach's JavaScript and DOM Scripting

by Ray Harris
20 chapters, 764 pages, 337 illustrations
ISBN: 978-1-809774-55-4

List price: **\$54.50**
Your price: **\$38.15 (you save 30%)**
Ebook price: **\$33.15**
Book and Ebook: **\$48.15 (best buy)**



What this book does

To present the JavaScript skills in a manageable progression, this book is divided into four sections.

Section 1 gets you off to a fast start

It presents a complete subset of JavaScript that includes basic event handling and elementary DOM scripting. It also shows you how to use the Firebug extension of Firefox to test and debug your applications. When you finish this section, you're ready for rapid progress.

Section 2 presents the rest of the JavaScript essentials

This includes how to use arrays, functions, regular expression, libraries, and your own object types. The last application in this section puts all of the skills

Web designers vs. graphics designers

- *Web designers* participate in all phases of web design.
- *Graphics designers* focus on the graphics that make web pages work better and look more inviting.

A page that with poor graphics design

 **protectedpdf™**

Home Demo Resources Small Business (SBE) Enterprise (ES) Contact



Do you have intellectual property you need to protect?

YouTube

Control, Track & Interact with your PDFs

Protectedpdf protects, controls and tracks the distribution and reading of PDF documents while providing a seamless reader experience with no plug-ins or software installations necessary.

Small Business Enterprise



WHY PROTECTEDPDF?



Protectedpdf is a quick and user-friendly solution to protect intellectual property and prevent the misuse of confidential information. Protected PDFs are fully viewable in both Adobe Reader and Foxit Reader. [Request a free 1-to-1 demo today.](#)

**Protectedpdf Small Business Edition**

Protectedpdf *Small Business Edition* (SBE) provides smaller organizations with a quick and user-friendly solution to preventing unauthorized access to PDFs with valuable digital content and minimizing misuse of confidential materials. Protectedpdf also tracks who is reading your PDFs to determine whether piracy of your PDFs is occurring. View the "[How It Works](#)" video.

**Protectedpdf Enterprise Edition**

Protectedpdf *Enterprise Edition* (ES) is a robust and flexible PDF protection solution that deters against PDF content piracy and information misuse while seamlessly integrating into existing IT systems and DRM processes. Protectedpdf can either be installed on-site or hosted as a Software as a Service (SaaS) application. View the "[How It Works](#)" video.



Four principles of graphics design

- *Alignment* means that related items on the page should line up with each other.
- *Proximity* means that related items should be close together.
- *Repetition* means that you should repeat some elements from page to page to give the pages continuity.
- *Contrast* is what draws your eye to the components on a web page. If everything is the same, nothing stands out.

A large web site that is managed by a team

ORVIS
100% Satisfaction Guaranteed

[Home Page](#) | [Catalog Quick Order](#) | [Stores](#) | [My Account](#) | [Gift Registry](#) | [Customer Service](#)

SAVE UP TO \$259 Get a **FREE Battenkill Reel** when you buy a Helios, Hydros, or TLS rod.

[Basket / Checkout](#)
0 Items in your Basket
0 Recently Viewed Items

Enter keyword or item #

[Men's](#) | [Women's](#) | [Travel](#) | [Luggage](#) | [Fly Fishing](#) | [Hunting](#) | [Dogs](#) | [Gifts](#) | [Distinctive Home](#) | [Sale](#) | [See All](#)

[Sign-In](#) | [New Guest?](#) | [Join us on Facebook](#)

SHOP BY DEPARTMENT

- Men's Clothing
- Women's Clothing
- Travel Clothing
- Luggage
- Fly Fishing
- Hunting
- Dogs
- Gifts
- Distinctive Home
- Sale

More Ways to Shop

- Our Latest
- Best Sellers
- Personalized
- Vacations
- Schools
- Fly Fishing/Shooting Adventures
- Corporate Sales
- Gift Card

ORVIS E-NEWS
News, exclusive sale previews, and special events! Sign up now and save \$10 on your \$100 order today. Offer valid for new subscribers only.

Fly Fishing
The second lightest fly rod in the world by the makers of Helios.

HYDROS
Hydros Freshwater Rods

Men's
World's coolest cotton shirt.

Women's
A customer favorite year after year.

Fly Fishing
SAVE UP TO \$259

Typical members of a development team

For design

- Web designers
- Writers
- Marketing specialists
- Graphics designers

For implementation

- HTML and CSS specialists
- Client-side programmers
- Server-side programmers
- Database administrator
- Network administrator

The sketch of a home page

Header	
Navigation bar	
Selling copy	News items
Lecture 1 with thumbnail photo and brief intro	
Lecture 2 with thumbnail photo and brief intro	
Lecture 3 with thumbnail photo and brief intro	
Lecture 4 with thumbnail photo and brief intro	
Lecture 5 with thumbnail photo and brief intro	
Lecture 6 with thumbnail photo and brief intro	
P.O. Box 5149, Fresno, CA 93755-5149 · (559) 444-2180	


How to make a web site easier to maintain

- Use HTML for the content and CSS for the page layout and formatting.
- Don't use tables for page layout. Only use tables for tabular information.
- Don't use frames (not presented in this book).
- Get the design right in the first place with full knowledge that each page is likely to be changed in the lifecycle of the web site.

A simple procedure for designing a web site

1. Define the audience and set the goals for the web site.
2. Design the home page.
3. Design the primary content pages.
4. Design the other pages.
5. Plan the navigation.
6. Plan the folders for the files of the site.

A prototype for the home page



SAN JOAQUIN VALLEY


TOWN HALL

2010-2011 LECTURE SERIES

Home | Ticket information | Post-lecture luncheons | Pre-lecture discussions | Saroyan Theater

Special donors | About us | Contact us


*From Marin's musicology to Latino learning,
from Dickens' diction to Buckley's "bite,"
from carbon concerns to Budapest buses...
...an exciting 74th season for San Joaquin Valley Town Hall!*



Lessons I've learned living out of a suitcase

Rick Steves
October 20, 2010

Join Central Valley friends as SJV Town Hall and co-sponsor Channel 18 (KVPT) welcome Rick Steves, host and writer of the popular television series Rick Steves' Europe and author of over 40 European travel books. [Read more...](#)



Richard Rodriguez

November 17, 2010

Event notes

Lecture day, time, and location


All lectures are on Wednesday at 10:30 a.m. at William Saroyan Theater, 700 M Street, Fresno, CA.

2010-2011 brochures and tickets now available!

To get your brochure and ticket application, call (559) 444-1280 or email valleytownhall.

Pre-lecture coffee hour

Join Town Hall friends for complimentary coffee and cookies from 9:15 a.m. to 10:15 a.m. before each lecture.



A prototype for a primary content page



OCTOBER 20, 2010

On stage at San Joaquin Valley Town Hall ...

Rick Steves

Home | Ticket information | Post-lecture luncheons | Pre-lecture discussions | Saroyan Theater

Special donors | About us | Contact us

Lessons I've learned living out of a suitcase



Richard "Rick" Steves (born May 10, 1955 in Edmonds, Washington) is an American author, historian, and television personality on European travel. He is the host of a public television series and a public radio travel show, and the author of many travel guidebooks and autobiographies.

Rick Steves began his career by teaching travel classes at the University of Washington in

He incorporated his business as "Rick Steves' Europe Through the Back Door." The store was in Steves' hometown of Edmonds, Washington (a city north of Seattle). The company's headquarters are still there.

In the 1980s, his business (informally known as Europe Through the Back Door or ETBD) grew slowly but steadily. He brought out more guidebooks, published by the alternative publisher John Muir (Volkswagen) Press, under the label "2 to 22 Days in..." His group tours competed more on sincerity, small group size, and service than on price. During these years, Steves' guidebooks and tours had a generous readership. They emphasized authentic experiences and value for money. The books do cover mainstream sights such as the Colosseum and Tower of London, but they also try to point to "back doors" with lower prices that are not in the business of staging cultural experiences for tourists.

In 1991, the company had approximately

For additional information:

<http://www.ricksteves.com/>

<http://rickstevesfriends.com/>

http://www.ricksteves.com/plan/plan_menu.htm

<http://www.mfsfs.com>

<http://tours.ricksteves.com/tours10>



The ticket information page



SAN JOAQUIN VALLEY
TOWN HALL
2010-2011 LECTURE SERIES

Home | Ticket information | Post-lecture luncheons | Pre-lecture discussions | Saroyan Theater

Special donors | About us | Contact us

Ticket packages and prices

Season ticket: \$95
Admission to all six lectures, plus one guest ticket good for any one lecture

Patron ticket: \$200
Admission to all six lectures, plus three guest tickets

Single lecture: \$25
Must be purchased at the box office on the day of the lecture

How to order tickets

By mail
Send a check to:
San Joaquin Valley Town Hall
P.O. Box 5149
Fresno, CA 93755-5149
We'll send your tickets by mail or hold them at the box office for you.

Call and request your tickets
Call us as (559) 444-2180 and we'll send you an order form with a return envelope for your season tickets. No *single* lecture ticket orders, please.

E-mail a request
Email us at valleytownhall@aol.com. Sorry, we aren't set up for credit card transactions, but send your request and we'll mail you an order form with a return envelope for your season tickets. No *single* lecture ticket orders, please.

Students admitted free

As part of Town Hall's commitment to the Valley, we encourage and welcome elementary, high school, and college students to attend our lectures. Students and accompanying teachers are admitted free. Must show a valid ID or library card or have pre-arranged ticketing.

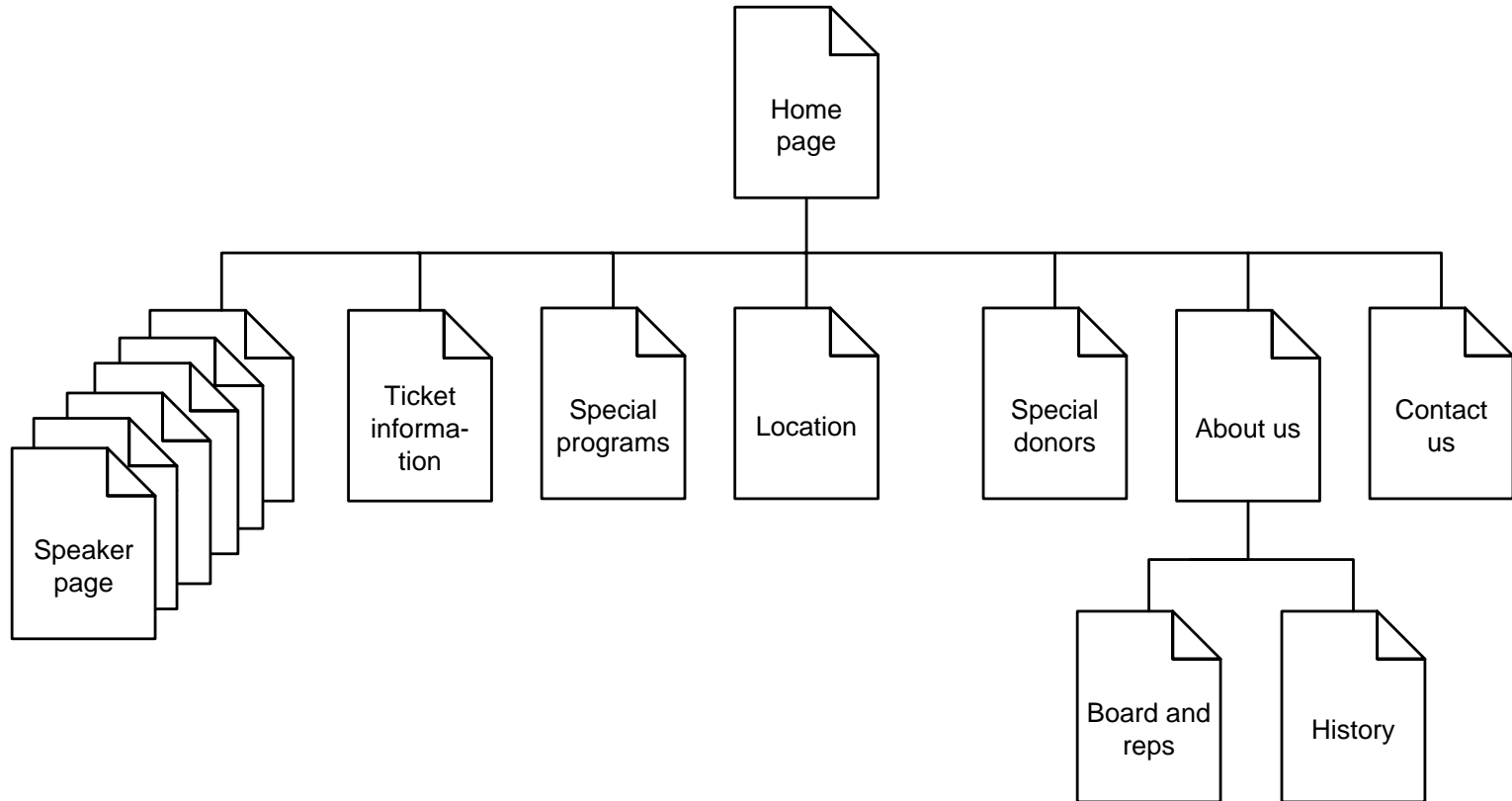
2010-2011 Speakers

 <p>Rick Steves October 20, 2010</p>	 <p>Richard Rodriguez November 17, 2010</p>
 <p>Elliot Engel January 19, 2011</p>	 <p>Marin Alsop February 16, 2011</p>
 <p>Daniel Kammen March 16, 2011</p>	 <p>Christopher Buckley April 20, 2011</p>

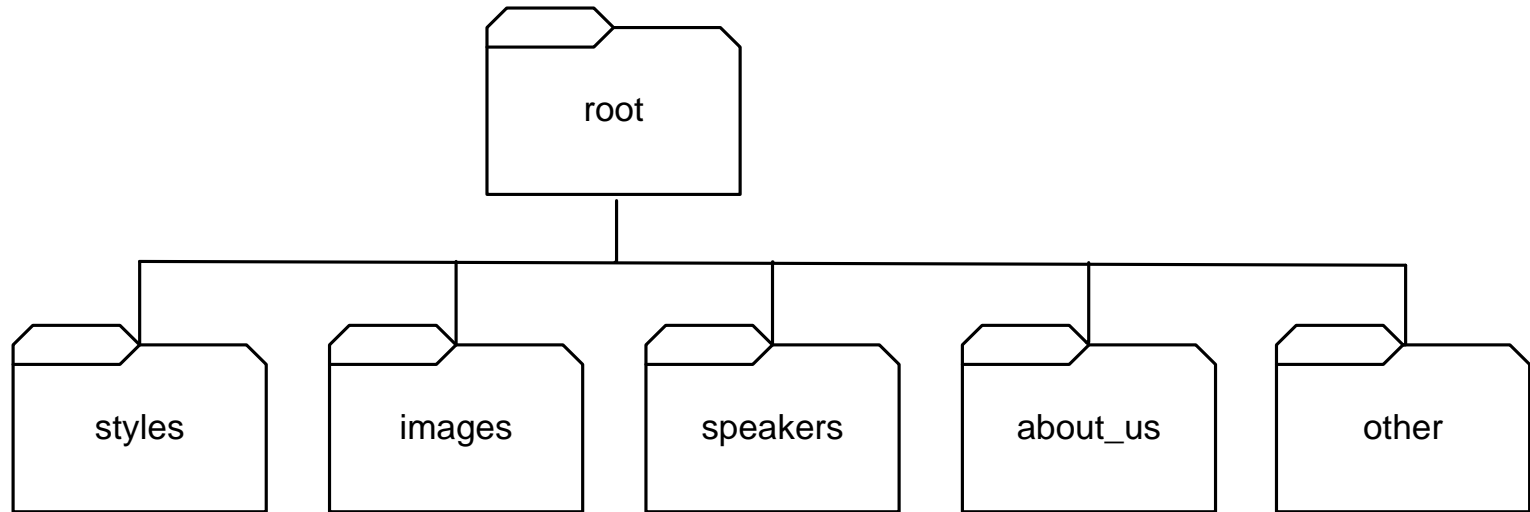


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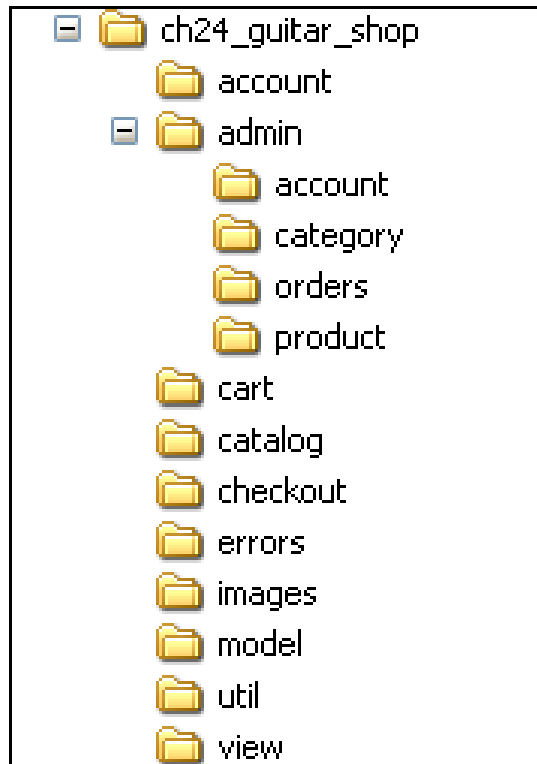
The site plan for the web site



The folders for the web site



The directory structure of the web site



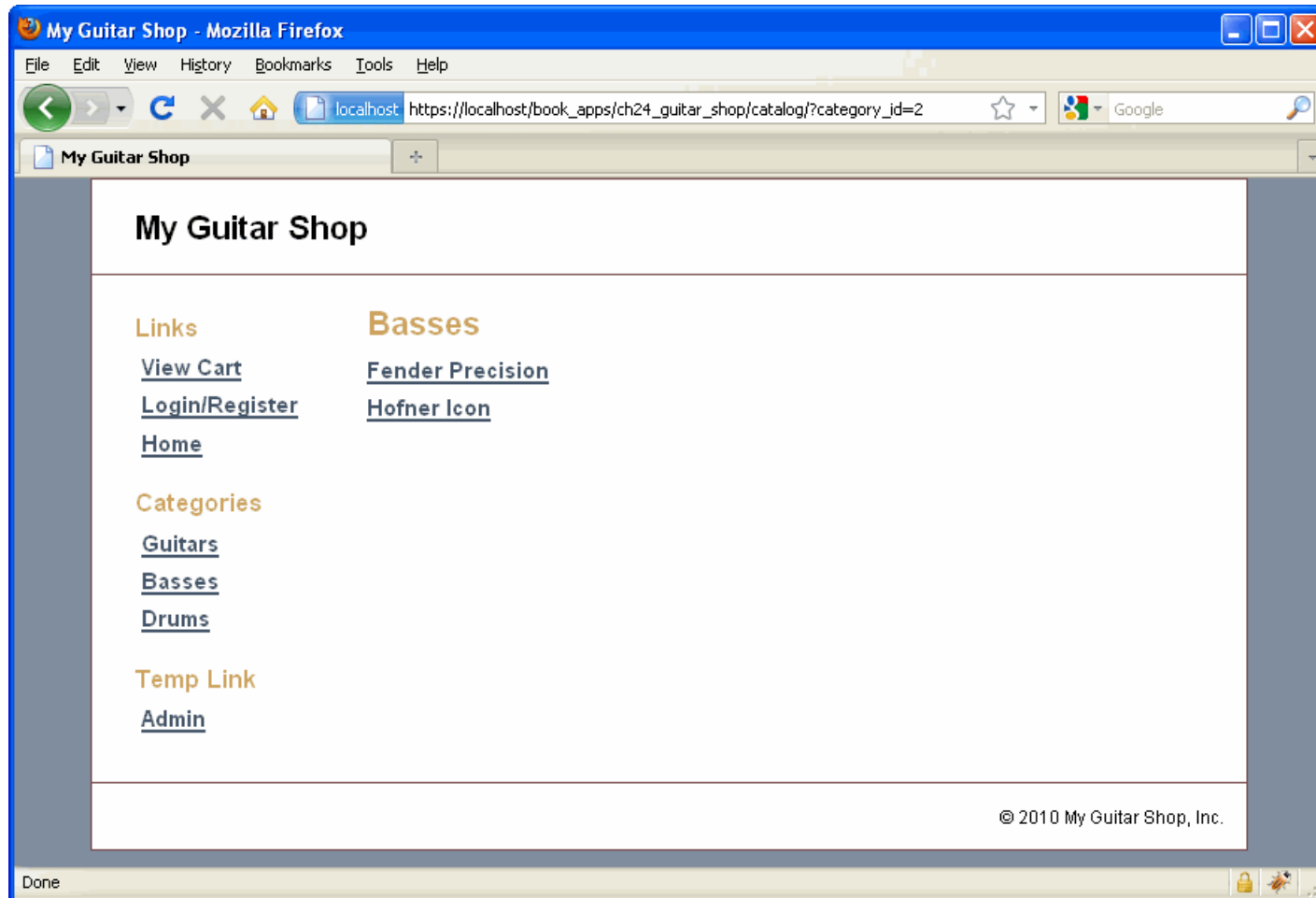
The files in the application root directory

`home_view.php`

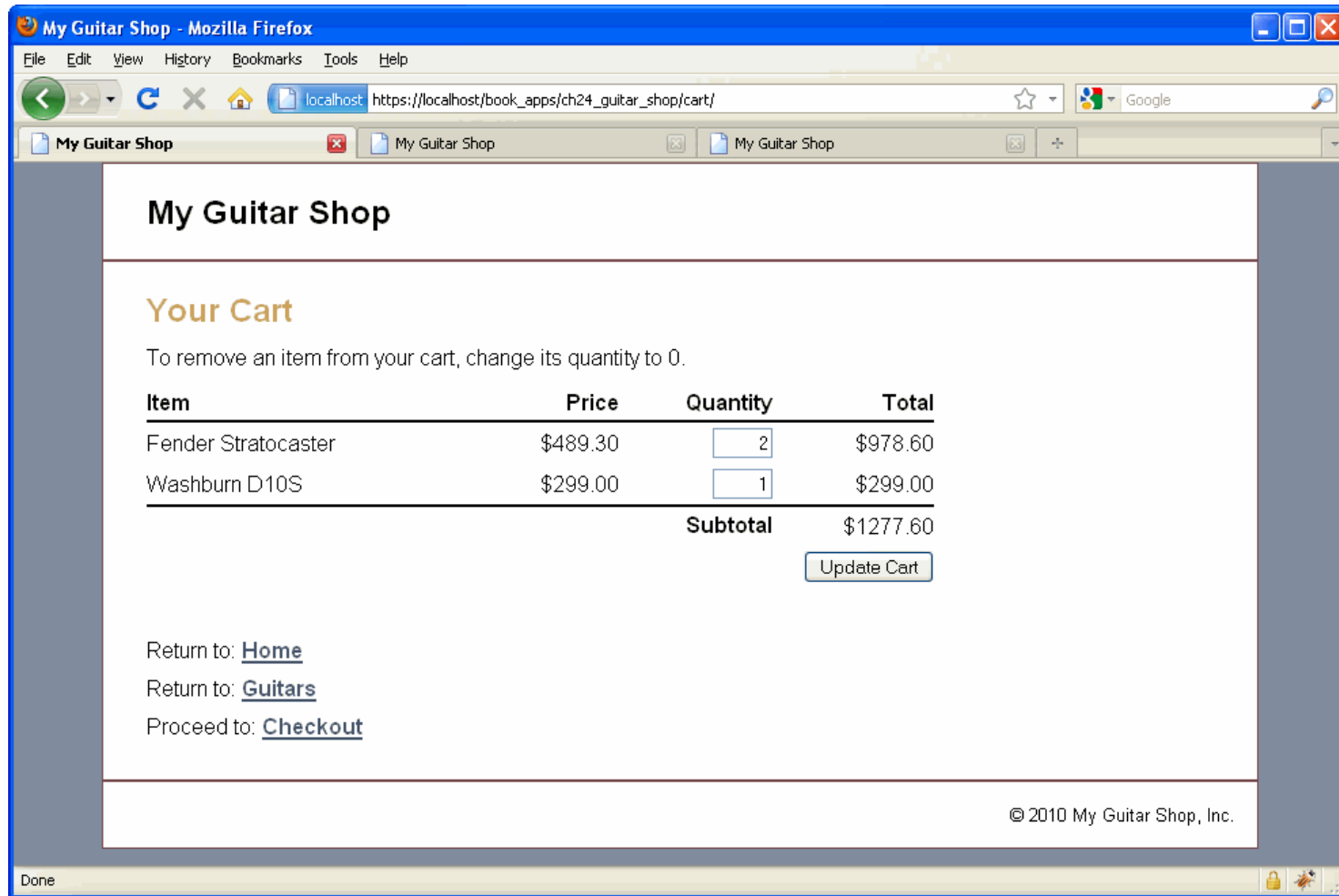
`index.php`

`main.css`

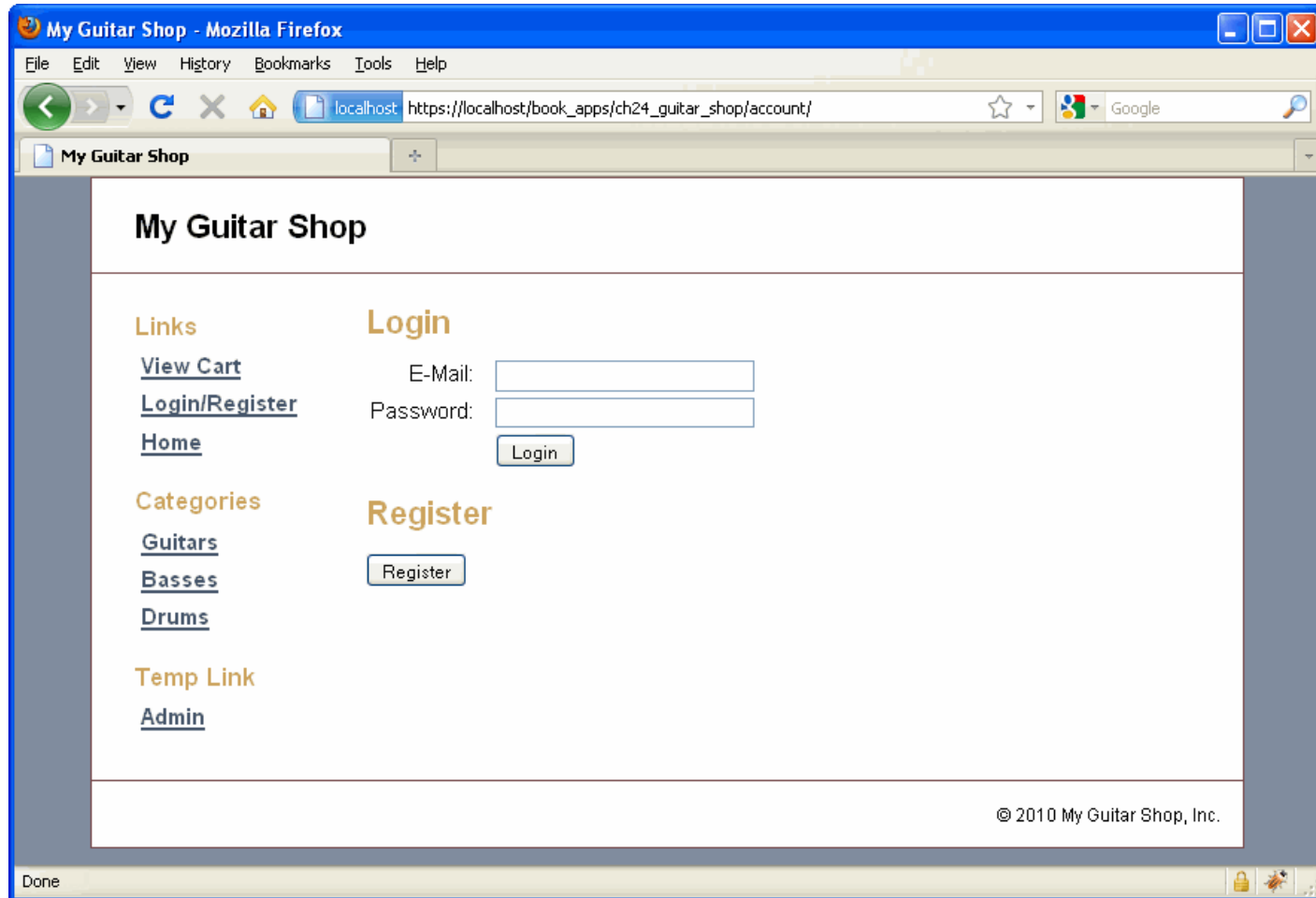
The catalog/category_view.php page



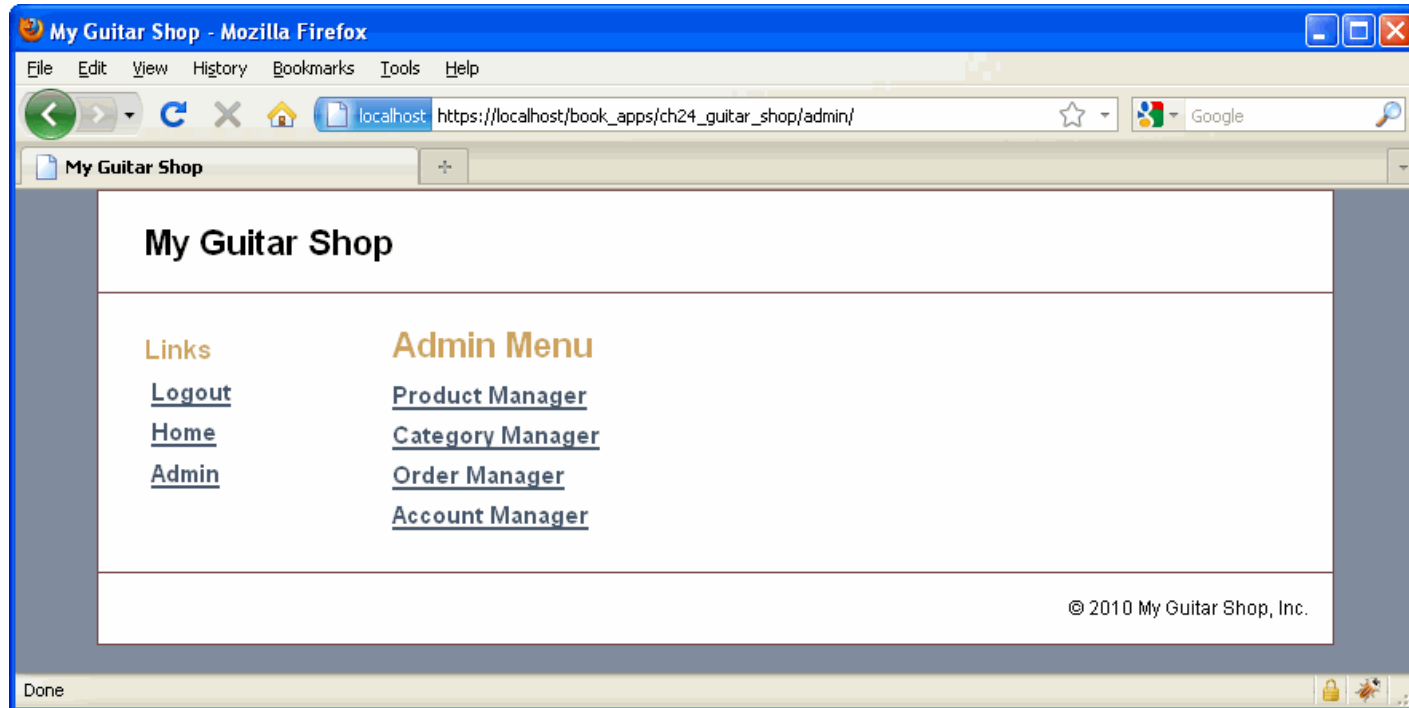
The cart/cart_view.php page



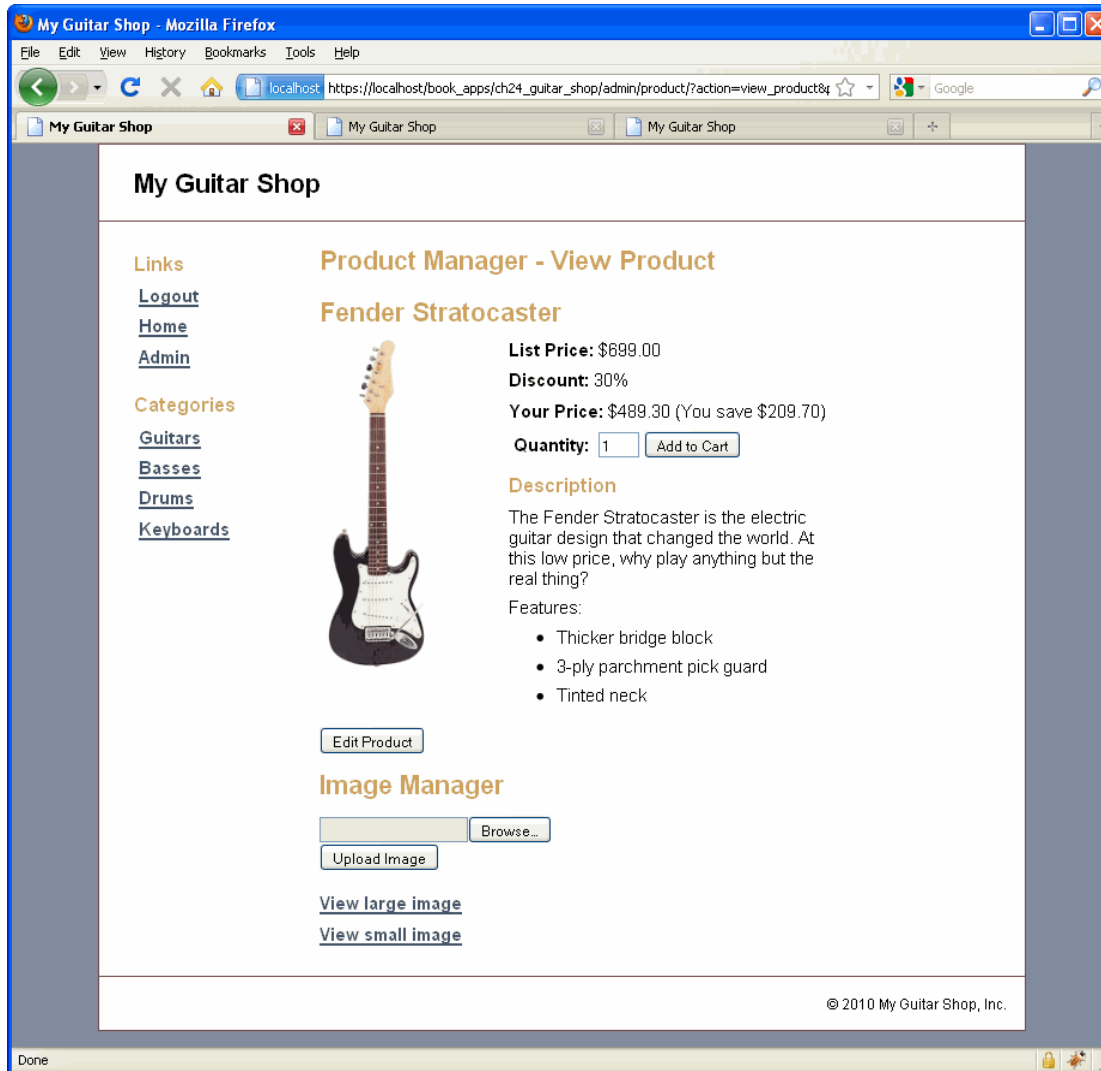
The account/account_login_register.php page



The admin/index.php page



The admin/products/product_view.php page



The admin/product/product_add_edit.php page

My Guitar Shop

Product Manager - Edit Product

Links

- [Logout](#)
- [Home](#)
- [Admin](#)

Categories

- [Guitars](#)
- [Basses](#)
- [Drums](#)

Category:

Code:

Name:

List Price:

Discount Percent:

Description:

Features:

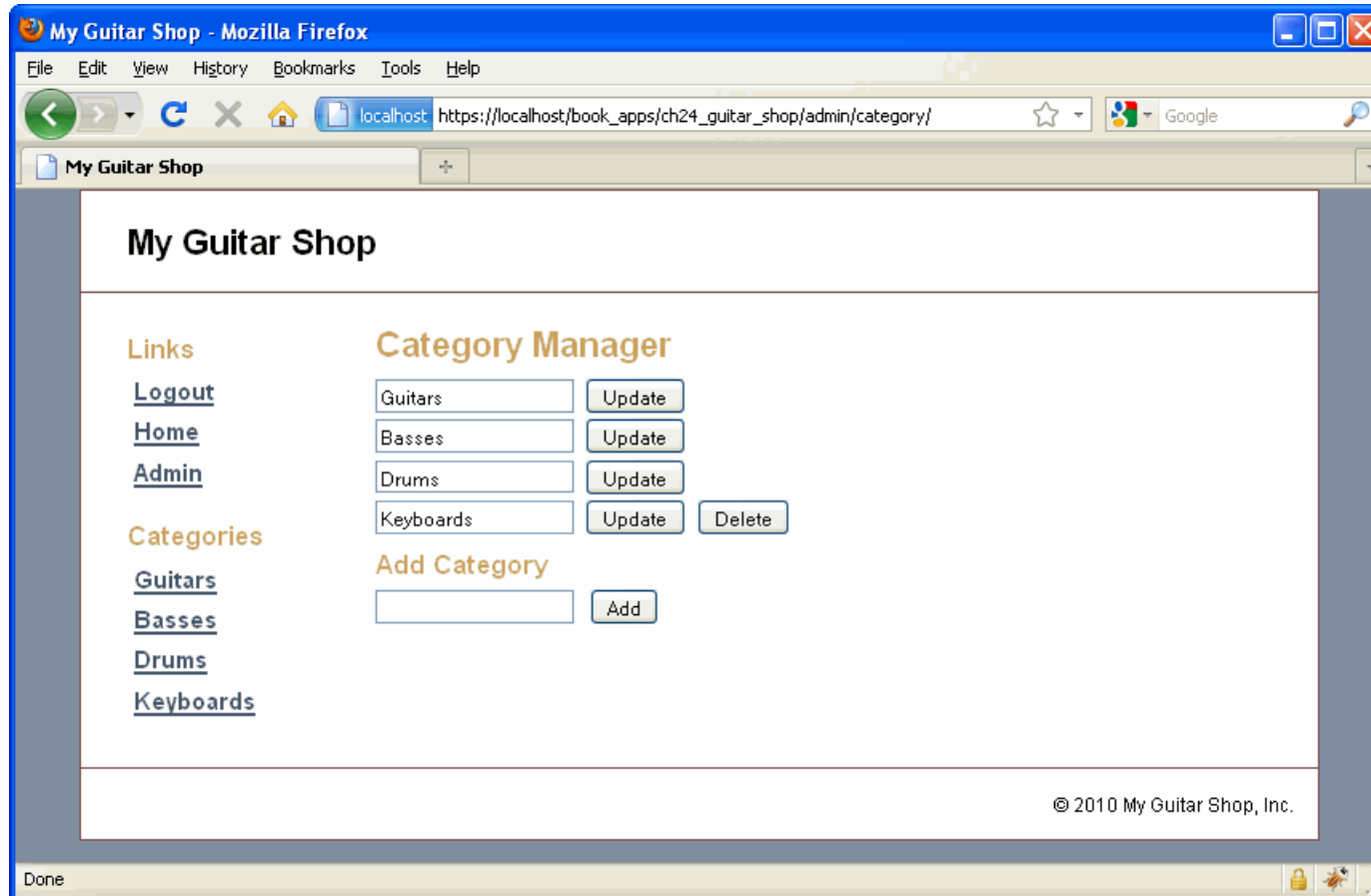
- * Thicker bridge block
- * 3-ply parchment pick guard
- * Tinted neck

How to work with the description

- Use two returns to start a new paragraph.
- Use an asterisk to mark items in a bulleted list.
- Use one return between items in a bulleted list.
- Use standard HTML tags for bold and italics.

© 2010 My Guitar Shop, Inc.

The admin/category/category_list.php page



The admin/orders/orders_view.php page



The admin/account/account_view.php page

