Anatomy of a Website

A Guide to Website Terminology

iMarket Solutions

DEDICATED TO CONTRACTOR SUCCESS

Objective

Our objective is to develop a common vernacular for describing components of our websites. In this glossary, we have named and defined a variety of those components. If all iMarket team members share the same understanding of the terms described below, we will be able to minimize confusion and maximize communication when having conversations about iMarket websites.

Status

Maintained by the Meghan Clancy, Last updated 2018-09-25.

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Handy Diagrams

Templates

A model defining the layout for each page of a website. iMarket sites generally use two templates: one for the homepage, and one for all subpages.

HOMEPAGE

SUBPAGE

Containers

Containers are the basic areas that templates are divided into. Containers *contain* all other site elements (menus, Blocks, content, etc.), and do not usually change location. All templates include Header, Footer, and Body Containers, but subpages can include a Sidebar, while the homepage can include the Hero Container.

HOMEPAGE
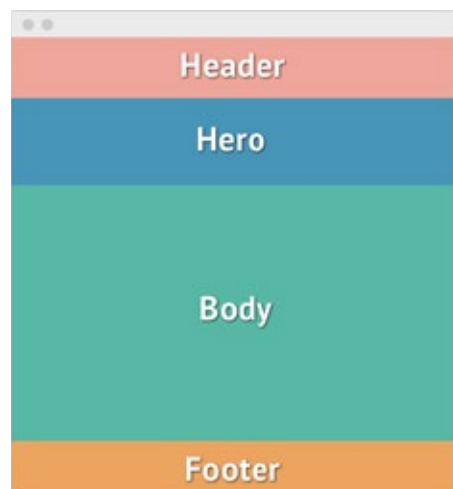
SUBPAGE

Components

As we zoom in, you can see an example homepage template divided into its different components. An annotated example website can be found at the end of this document.

Containers

[See definition above](#)

Header

This Container is found at the top of every page of a website. The purpose of the Header is to promote the client's brand, and to make the website site instantly recognizable to those revisiting it. The Header always contains the [Header Menu](#), the client's [logo](#), and the client's phone number, but it can also contain a variety of additional elements.
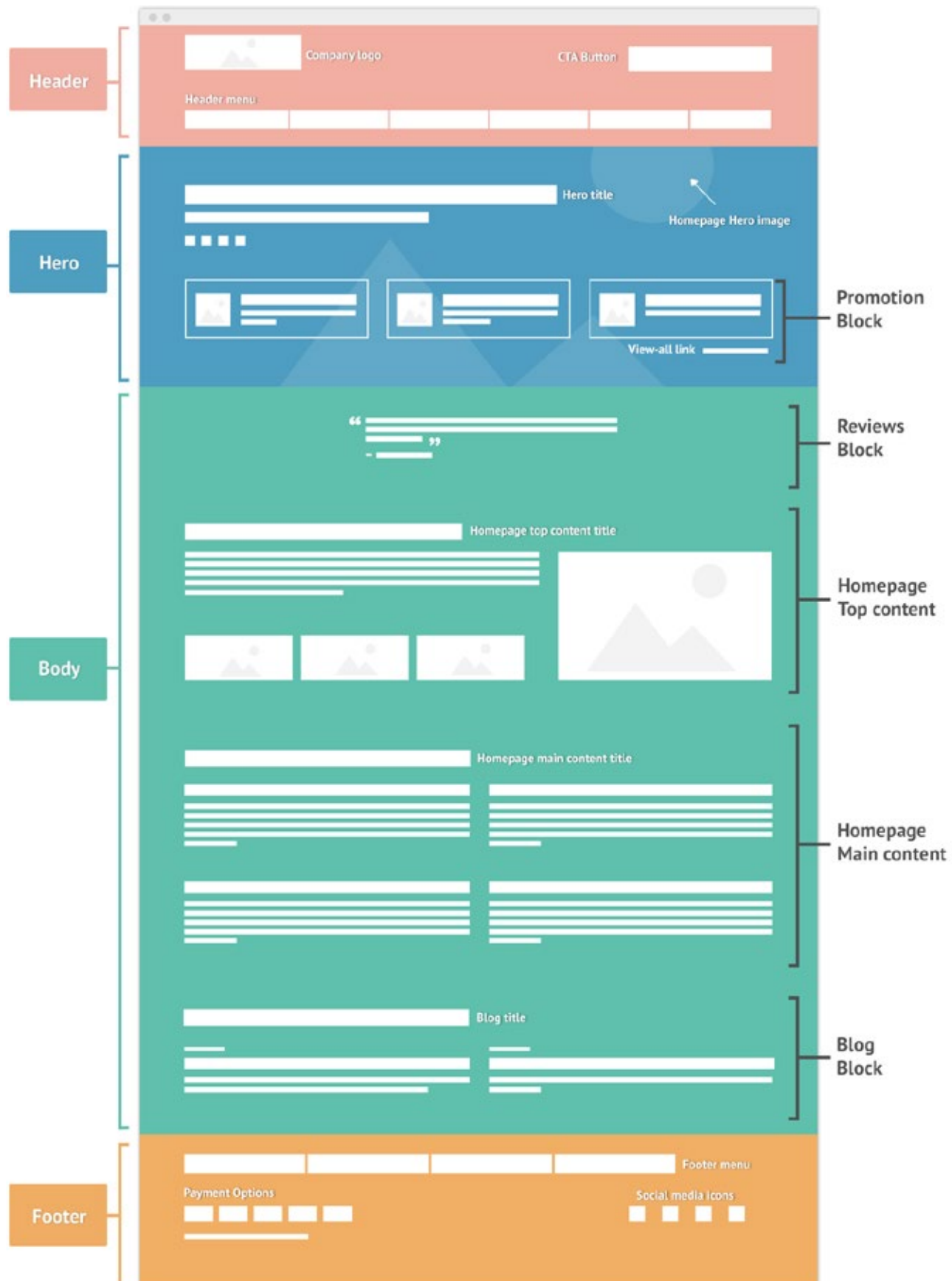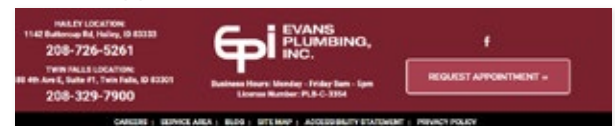
EXAMPLE HEADER

EXAMPLE HEADER 2

Footer

This Container is found at the bottom of every page of a website. It may contain the [Footer Menu](#), copyright info, addresses, phone numbers, and other important information. Making sure this information is available at the bottom of every page ensures that it is easy for the site visitor to access.
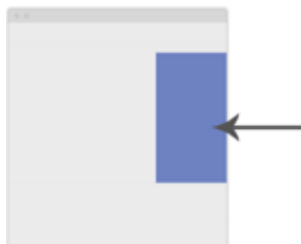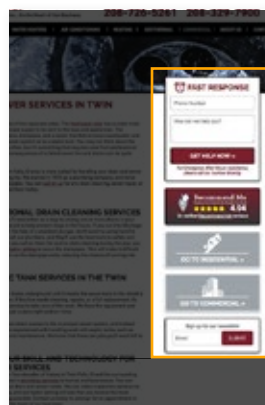
EXAMPLE FOOTER

EXAMPLE HEADER 2

Sidebar

This Container is a bar that appears on the right or left side of subpages. It is not the main focus of the page, but does contain elements for visitors to easily access (such as Blocks, Mini Forms, Audio clips, etc.)

EXAMPLE SIDEBAR

EXAMPLE SIDEBAR

Body

The Body Container is the "body" of the page, with its main purpose being to display SEO content throughout the site. This section always contains placeholders for Top Content and Main Content, but can also contain any variety of Blocks and other elements (such as the Subpage Featured Image) depending on the site's design.
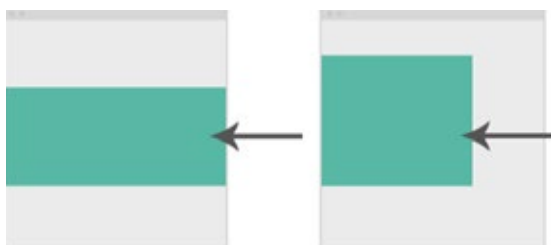
EXAMPLE BODY 1

EXAMPLE BODY 2

Hero

Found at the top of the homepage just below the Header, the Hero Container is used to create part of the first impression of the site. This section can contain a variety of components, including (but not limited to) a Hero Image, a set of rotating Hero Images, headlines, Blocks, or any other content that the client wants to feature first and foremost on their website.

EXAMPLE HERO 1

EXAMPLE HERO 2

Blocks

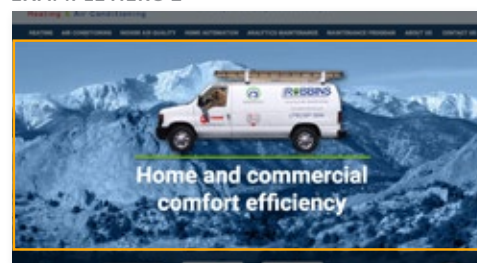"Blocks" are areas which provide a preview of content from another page. They are meant to encourage site visitors to navigate to the page they are representing. Blocks can be stacked, lined up, and rearranged in different ways from site to site. They generally appear in the Sidebar, Body, and Footer Containers on subpages, but can appear in any arrangement on the homepage depending on site design. *Here are some examples of commonly used Blocks:*

Blog

This Block provides a preview of content from the client's blog, often consisting of 1-3 blog post excerpts. This Block does not pull content from a CMS module, but the post excerpts are pulled directly from the blog.

EXAMPLE BLOG BLOCK 1
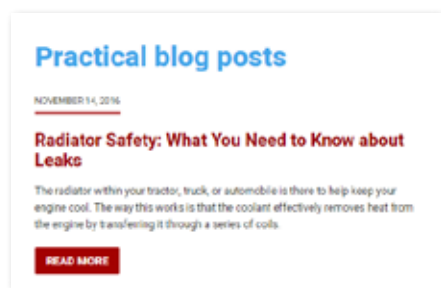
EXAMPLE BLOG BLOCK 2

Frequently Asked Questions (FAQ)

The FAQ Block provides a preview of content from the FAQ page. The topics or questions appearing in this Block can be pulled directly from the FAQ module if requested.
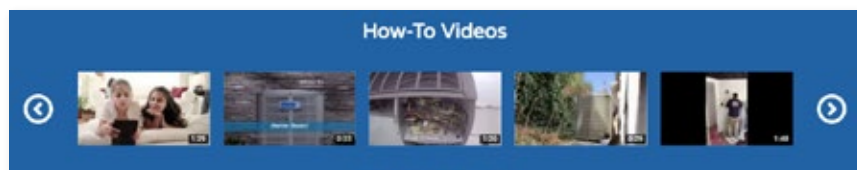
EXAMPLE FAQ BLOCK

Videos

This Block can provide a preview of content from the client's Videos page, or from the client's YouTube channel. iMarket does not offer a Videos module at this time, so videos in this Block will need to be added by Development.
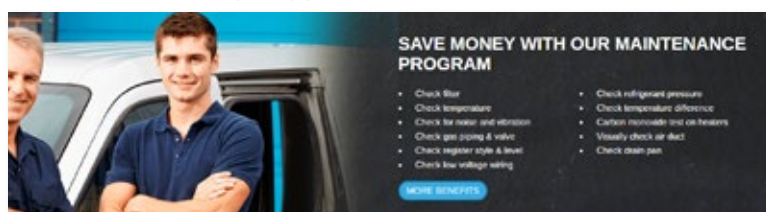
EXAMPLE VIDEO BLOCK 1

EXAMPLE VIDEO BLOCK 2

Maintenance Program

This Block provides a preview of content from the Maintenance Program page. Content added to the Maintenance Program Block does not pull directly from a page or a module, so any edits made to the Block will need to be carried out by Development.
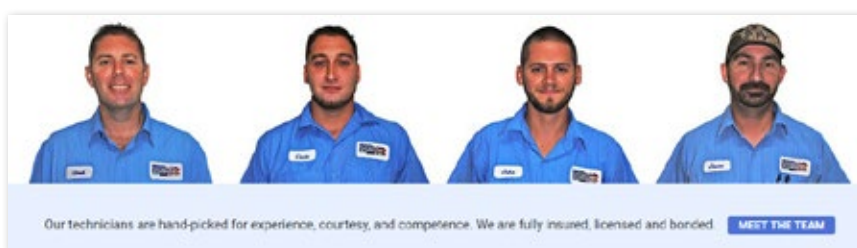
EXAMPLE MAINTENANCE BLOCK 1

EXAMPLE MAINTENANCE BLOCK 2

Team

The Team Block often shows a few members from the client's team, and encourages site visitors to learn more about them by visiting the Meet the Team page. This Block is not updated through a module, and must be edited by Development.

EXAMPLE TEAM BLOCK

Photo Gallery

The Photo Gallery Block provides a preview of content from the Photo Gallery page. If the preview content includes a Gallery Album cover image, the image can be pulled directly from the Photo Gallery module. However, if the preview content includes a non-cover image (or set of images) from the Gallery module, that image will need to be added to the Block by a Developer at this time.

EXAMPLE PHOTO GALLERY 1

EXAMPLE PHOTO GALLERY 2

Project Gallery

This Block provides a preview of content from the Projects page, and functions in the same way as the Photo Gallery Block (with the ability to pull album covers from the Project Gallery module).

EXAMPLE PROJECT GALLERY BLOCK

Promotions

The Promotions Block is used to showcase some of the client's top promotions. The promotions are pulled directly from the Promotions module, and will automatically update on the site when edited through the CMS. A full list of promotions is also available on the client's Promotions page.

EXAMPLE PROMOTIONS BLOCK 1

EXAMPLE PROMOTIONS BLOCK 2
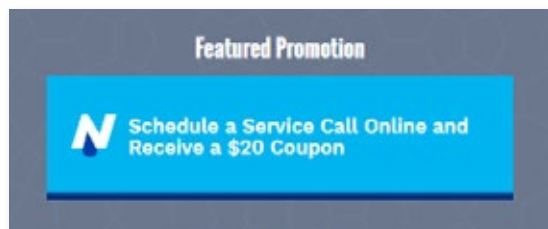
Recommend Me

The Recommend Me Block's purpose is to showcase the star rating the client has received from Recommend Me reviews. The content in this Block is not editable through a module, but the star rating and number of reviews are pulled directly from Recommend Me. A full list of reviews from Recommend Me is also available on the client's Reviews page.

EXAMPLE RECOMMEND ME BLOCK 1

EXAMPLE RECOMMEND ME BLOCK 2

EXAMPLE RECOMMEND ME BLOCK 3

Reviews

This Block showcases reviews for the client that have been added through the Reviews module. A full list of reviews is also available on the client's Reviews page.
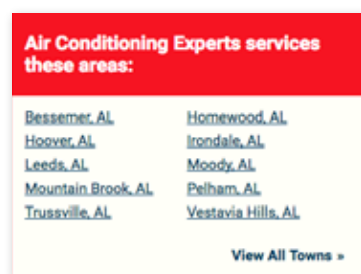
EXAMPLE REVIEWS BLOCK 1

EXAMPLE REVIEWS BLOCK 2

Service Areas

This Block contains a list of the client's top Service Areas (towns), in addition to a link to the Map page where a complete list of Service Areas can be found. Towns in this list are pulled directly from the Service Areas module.
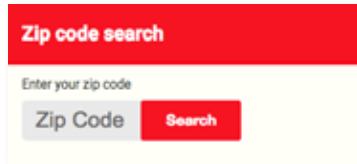
EXAMPLE SERVICE AREA BLOCK 1
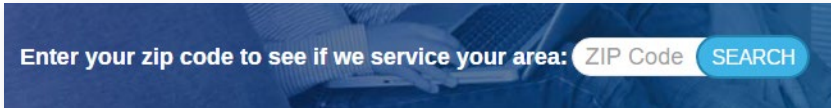
EXAMPLE SERVICE AREA BLOCK 2

Zip Code Search

The Zip Code Search Block contains a small form. This form allows a site visitor to enter a zip code, and the website will tell them whether or not the business (iMarket's client) services the entered zip. Searching for any zip code will lead the visitor to the Map page.

EXAMPLE ZIP CODE SEARCH 1

EXAMPLE ZIP CODE SEARCH 2

Quicklinks

Often found on the homepage just below the Hero Container, the Quicklinks Block includes icons and links meant to encourage visitors to navigate to important pages on the site. While Quicklinks often consist of links to the client's main service pages, the links can easily go to any page the client wants to feature. Quicklinks are not dynamically pulled from the CMS, and updates to the Quicklinks will need to be made by Development.

EXAMPLE QUICKLINKS BLOCK 1

EXAMPLE QUICKLINKS BLOCK 2
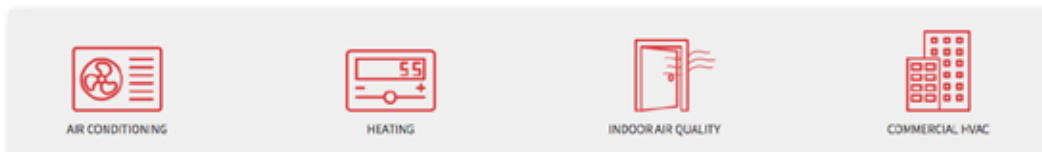
Service Blurbs

This Block is found on the homepage of older sites, and contains SEO content that is similar to (but separate from) Homepage Main Content. Service Blurbs are generally found just below the Hero Container (above Homepage Top Content) and contain both Quicklinks and "blurbs" of text describing each main service. Although this section describes the client's services, the content is not pulled from the CMS, and updates to this section will need to be made by Development.

EXAMPLE SERVICE BLURB BLOCK 1
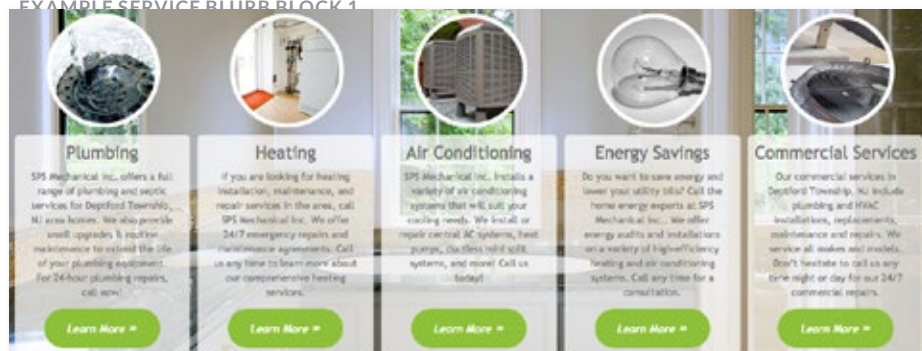
EXAMPLE SERVICE BLURB BLOCK 2

Menus

Header Menu

The set of links in the Header used to navigate the site. Only links to top-level pages are immediately visible, but subpage links can be viewed by hovering over a menu item (or by tapping menu items on touch-screen devices).

EXAMPLE HEADER MENU 1

EXAMPLE HEADER MENU 2
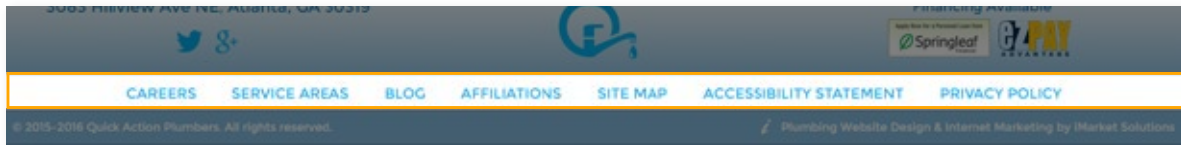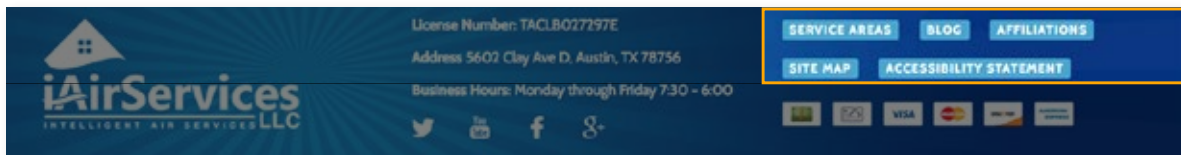

EXAMPLE HEADER MENU (MOBILE) 3

Footer Menu

A set of links in the Footer used to navigate the site. Only top-level page links are visible on page load. No drop down/fly-up menu is available for this section.

EXAMPLE FOOTER MENU

EXAMPLE FOOTER MENU

Secondary Menu

This menu is made up of links to secondary and/or tertiary pages from a particular sitemap section (e.g. Heating pages, Air Conditioning pages, etc.). The Secondary Menu is available as a means to navigate the site in addition to Header and Footer menus, and is generally located in the Sidebar or Body. All links in the Secondary Menu are visible when the page loads.

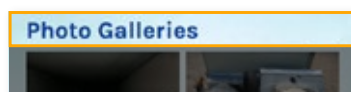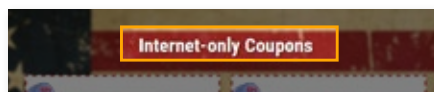EXAMPLE SECONDARY MENU 1
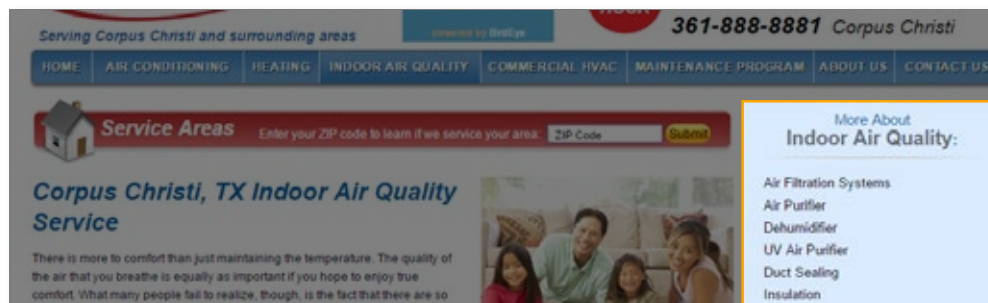
EXAMPLE SECONDARY MENU 2
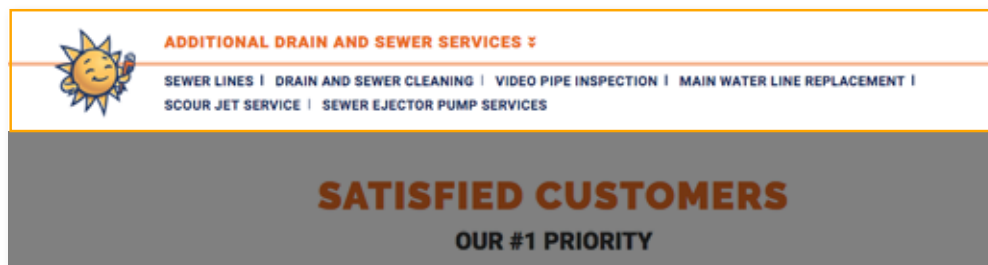
Text

Block Title

The name/description of a Block.
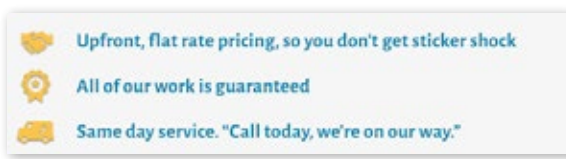
EXAMPLE BLOCK TITLE 1

EXAMPLE BLOCK TITLE 2

Brand Promises

Area where clients can showcase "promises" ('We offer these things' or 'We commit to these actions') that set their business apart from the competition.

EXAMPLE BRAND PROMISES 1

EXAMPLE BRAND PROMISES 2

Box Callout

"Box Callouts" were previously used as a way to increase conversions on sites. They consisted of a large box added to all service pages, placed between Subpage Top Content and Subpage Main Content. Box Callouts included (in large text) the client's phone number, a service offered, the client's main Geotarget, and a "click here to contact us" link. However, this method is no longer recommend for conversion optimization.
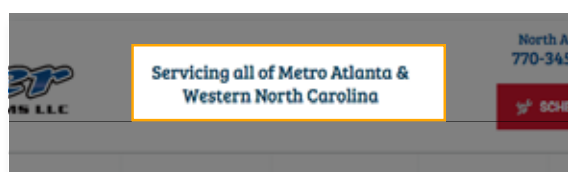
EXAMPLE BOX CALLOUT
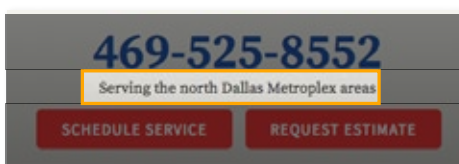

Service Area Callout

A phrase generally found in the Header which describes the main geographic area that the client serves.

EXAMPLE GEO TARGET CALLOUT 1

EXAMPLE GEO TARGET CALLOUT 2

Content

In this this instance, we are using the word "Content" to describe the parts of the website that are generally used to display SEO content. On each page, the Content section is divided into two parts: Top Content and Main Content. Dividing content in this way gives Designers more flexibility when determining page layout. It also makes it easier to display website components in a different order when viewing the site on a mobile device.

HOMEPAGE TOP CONTENT

Generally contains homepage SEO content focused on the business. This section is often marked up with extra HTML in order to apply custom styling, and may only be editable by Developers.

EXAMPLE HOMEPAGE TOP CONTENT 1
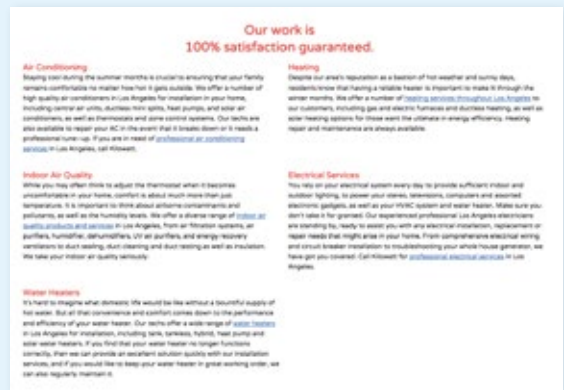

EXAMPLE HOMEPAGE TOP CONTENT 2

HOMEPAGE MAIN CONTENT

Generally contains homepage SEO content focused on the client's main services. This section is often marked up with extra HTML in order to apply custom styling, and may only be editable by Developers.

EXAMPLE HOMEPAGE MAIN CONTENT 1

EXAMPLE HOMEPAGE MAIN CONTENT 2

Content Continued...

SUBPAGE TOP CONTENT

Generally one to two paragraphs of subpage SEO content that will appear above the sidebar on mobile devices. This content can be edited by anyone through the CMS.

EXAMPLE SUBPAGE TOP CONTENT 1
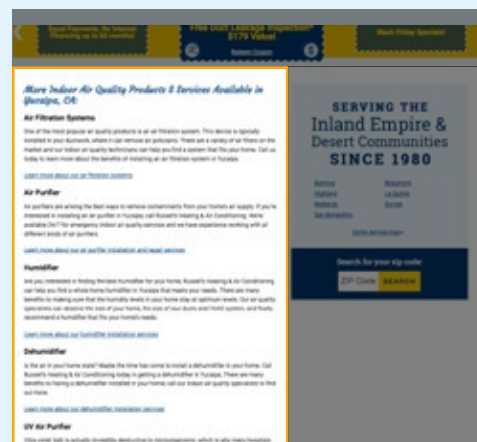

EXAMPLE SUBPAGE TOP CONTENT 2

SUBPAGE MAIN CONTENT

Generally contains subpage SEO content that will appear below the sidebar on mobile devices. This content can be edited by anyone through the CMS.

EXAMPLE SUBPAGE MAIN CONTENT 1

EXAMPLE SUBPAGE MAIN CONTENT 2

Tagline

A short and memorable phrase that sets the company apart from others.

EXAMPLE TAGLINE 1

EXAMPLE TAGLINE 2

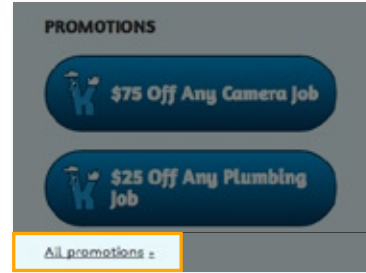EXAMPLE TAGLINE 3

Links

Text Links

Text wrapped inside of a link. This type of link does not look like a "real life" button, and often appears in the Body of a page.

TEXT LINK EXAMPLE 1
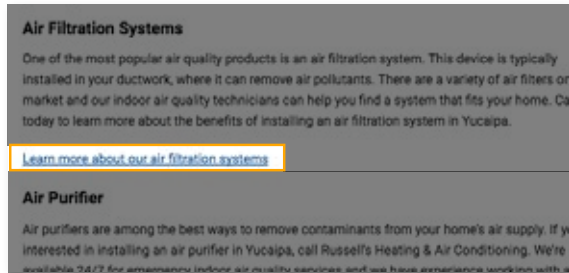
TEXT LINK EXAMPLE 2

Buttons

Links that are designed to look and act similarly to a "real life button" in order to create a more engaging experience for a site visitor.

EXAMPLE BUTTON 1

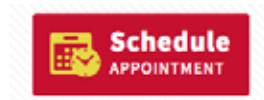EXAMPLE BUTTON 2

EXAMPLE BUTTON 3

Call To Action (CTA) Buttons

CTA Buttons literally "call" a visitor "to" take an "action". At iMarket, these buttons encourage visitors to go to very important pages on a site. CTA Buttons are similar to standard buttons, but are designed and placed in a way that makes them more prominent (large, and in the header, for example) and more likely to be clicked.

EXAMPLE CTA BUTTONS 1

EXAMPLE CTA BUTTON 2

EXAMPLE CTA BUTTON 3

Images & Audio

Logos

A graphic representation of a company name, which is part of that company's branding. All iMarket sites include the client's logo in the site Header. *Below are some types of logos that often seen on iMarket sites:*

CLIENT LOGO	REPUTATION ORGANIZATION	PRODUCT ORGANIZATION	FINANCING ORGANIZATION

Icons

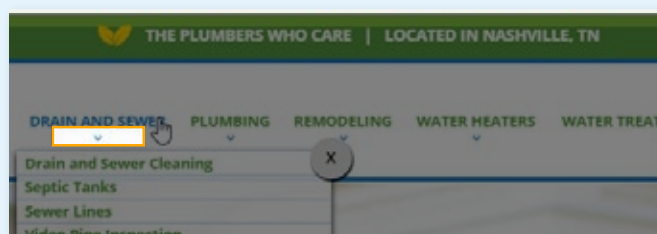A small, non-photographic image conveying a message. *Here are some example icons:*

DROP-DOWN MENU ICON

An icon indicating that a drop-down menu is available. Often visible on Header Menu items.

EXAMPLE DROP DOWN MENU ICON 1

EXAMPLE DROP DOWN MENU ICON 2

HAMBURGER MENU ICON

This icon is used to indicate that a menu is available. On iMarket sites, the Hamburger Menu Icon is typically used on tablets and smaller devices in place of the full-width menu that appears in the Header on desktop screens. However, the Hamburger Menu Icon can be used in place of a full-width menu at any screen width if needed.

EXAMPLE HAMBURGER MENU ICON 1

EXAMPLE HAMBURGER MENU ICON 2
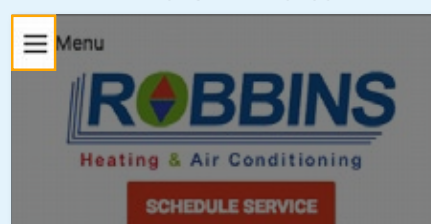
Icons Continued...

SOCIAL MEDIA ICONS

Icons indicating which social media sites the client can be found on. These icons are linked to the client's social media profiles.
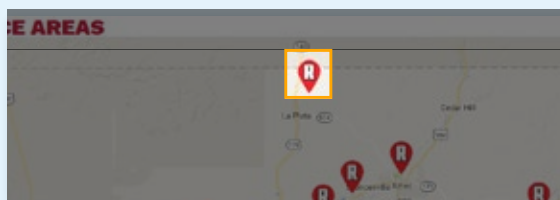
EXAMPLE SOCIAL MEDIA ICONS 1

EXAMPLE SOCIAL MEDIA ICONS 2

SERVICE AREA ICONS

Icons found on the interactive map, indicating which areas the client serves.

EXAMPLE SERVICE AREA ICONS

PAYMENT OPTIONS

A group of icons indicating the client's' approved payment options.

EXAMPLE PAYMENT OPTIONS 1

EXAMPLE PAYMENT OPTIONS 2

Homepage Hero Image

A large "banner" image, located in the Hero Container on the homepage. This image is meant to serve as an introduction to the site. Homepage Hero Images are pulled directly from the Banner module, and are often editable by anyone with CMS access.
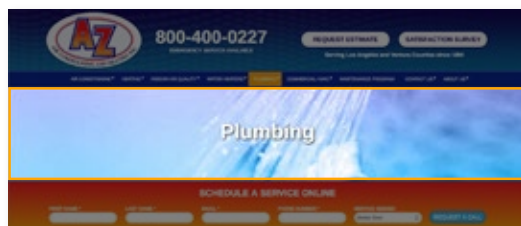
EXAMPLE HOMEPAGE HERO IMAGE 1

EXAMPLE HOMEPAGE HERO IMAGE 2

Subpage Featured Image

The main image on subpages, normally appearing above the fold and within the [Body](#) of a page. These images generally present an overview of the page's content, and are not editable through the CMS.
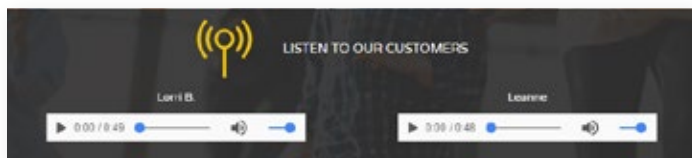
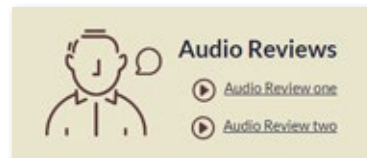EXAMPLE FEATURED IMAGE 1

EXAMPLE FEATURED IMAGE 2

Audio

Section showcasing audio clips provided by the client.

EXAMPLE AUDIO 1

EXAMPLE AUDIO 2

Forms

Website forms are a place for site visitors to enter and submit data, which can then be collected for use by the client.

Mini Form

A purposefully short form, meant to encourage a visitor to quickly submit information without needing to leave the page they're on. A Mini Form will be visible on almost every page of a site. Email List Forms are not part of the "mini forms" category.

EXAMPLE MINI FORM 1
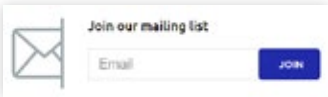

EXAMPLE MINI FORM 2

Email List Form

This form allows a visitor to sign up for the client's email list.

EXAMPLE EMAIL LIST FORM 1

Join our newsletter for updates and specials

Email   JOIN

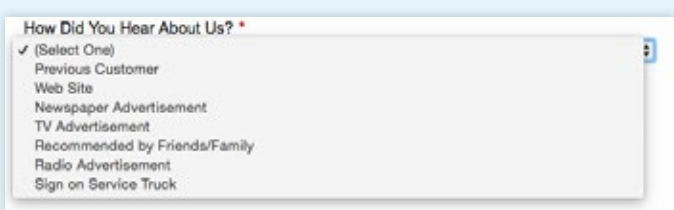EXAMPLE EMAIL LIST FORM 2

Join our mailing list

Email   JOIN

Form Elements

DROPDOWN LIST

A dropdown menu which allows a visitor to select one item from a list.

EXAMPLE DROP DOWN LIST

How Did You Hear About Us? *
✓ (Select One)
Previous Customer
Web Site
Newspaper Advertisement
TV Advertisement
Recommended by Friends/Family
Radio Advertisement
Sign on Service Truck
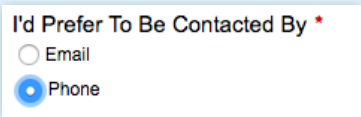
RADIO BUTTON

An icon representing one choice in a set of options. Only one Radio Button option can be selected at a time.
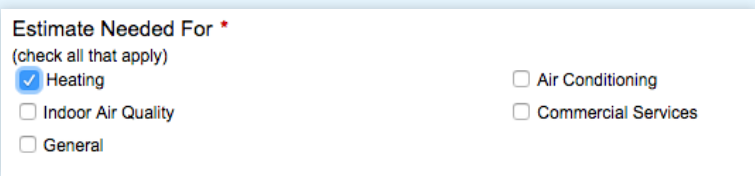
EXAMPLE RADIO BUTTON

I'd Prefer To Be Contacted By *
○ Email
⦿ Phone

CHECKBOX

A small box which, when clicked, shows a check indicating that a visitor has selected that option.

EXAMPLE CHECKBOX

Estimate Needed For *
(check all that apply)
☑ Heating   ☐ Air Conditioning
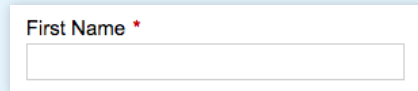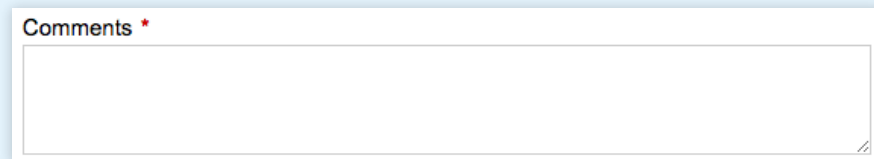☐ Indoor Air Quality   ☐ Commercial Services
☐ General

Form Elements continued...

TEXT FIELD

An input field where a short amount of text (up to a sentence or two) can be added.

EXAMPLE TEXT FIELD

First Name *
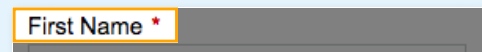
TEXT AREA

An input field where a large amount of text (up to a paragraph or two) can be added.

EXAMPLE TEXT AREA

Comments *

FIELD LABEL

The text describing a form input field.

EXAMPLE FIELD LABEL

First Name *

DATE PICKER

A field which allows a visitor to select a date from a pop-up calendar.

EXAMPLE DATE PICKER

November 2016

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Today   Done

Example Website

Here is an example website with all of the components labeled. *See the [Components Handy Diagram](#).*