Design Fundamentals

Today's to-do list

Today we are going to look at **Design fundamentals**

We will look at some of the elements you should include, best practices and design ideas and we will look at planning out our pages and content.

Learning objectives

By the end of this session you will be able to:

- Understand some of the essentials you need to include.
- Understand what makes a good layout.
- Learn how to test functionality.

Show of hands

Show of hands, who knows anything about **responsive design? Accessibility? Bounce Rates?**

Planning a website

When we are planning a website, we need to consider some key elements in our layout and usability.

Usability, visual design, and functionality are three key elements that should go into your plan.

Website principles

- Purpose

- Simplicity

- Navigation

- F-shaped pattern reading

- Visual hierarchy

- Content

- Grid-based layout

- Load time

- Mobile friendly

Miller's Law or the 7+/-2 Rule

The 7+/- 2 Rule in web design is based on his research and works along the principle that we don't want to overwhelm our viewers.

On average we can store seven chunks of data at a time. Some people a few more, some a few less.

Chunking

Chunking your text will make it more readable, we already know it's recommended in our SEO for readability.

Break up text into smaller chunks with clear headings and lots of white space.

Structure

Good website structure helps Google.

The bots that crawl the internet for SEO can't read, but they understand good web structure.

Ideal client

If you want to attract a particular type of person – your ideal client, what are they going to need, why are they going there and how can you fulfil their requirements?

Competitors

What are your competitors doing, how do they word things, how do they break their content up? Are there things you really like or dislike?

Strategy and look

How are you going to break up your pages and your posts, what is your SEO strategy and finally, how do we want it to look?

Pages v's posts

Pages are static, one-off pieces of content.

They link around the site to other important content like an about page, the privacy policy, the contact page, and of course the home page.

Pages v's posts

Posts are your timely content. Blog posts and articles, not your main information but your supporting content.

Your pages will link to your posts, not usually the other way around.

Pages v's posts

Posts are meant to be shared, pages not so much!
Posts are organised by categories and tags, while pages are hierarchical.
Posts have an author and publish date, pages do not.
Pages don't have comments sections.

Categories

Categories and tags are used to group your posts together in different ways.

Categories broadly group your posts into understandable sections.

Tags

Tags describe specific details of your posts. Think of these as your keywords.

They are the key elements that feature in your post.

Back to planning

When we start to plan our website it's important to identify our audience and our goals.

Think back to our buyer persona and what information they need.

Whats the point?

We need to identify what are goals are for the site. Why are you building it in the first place?

Are we looking for sign-ups, purchases, memberships or just sharing information?

Includes

We need to make sure we have:

Navigation or Menu, nice and easy to see on every page.

Feature image or slider

Header

The main content in our lovely chunks

Footer

Contact details

Mobile Friendly

According to Semrush, more than half the web traffic globally is on mobile. So that means we need to make sure that our site is mobile-friendly.

That includes having intuitive navigation, large fonts, and responsive pages and images.

What is it?

Responsive layouts are designed to **adapt** to the size of the screen viewing them.

The beauty of responsive themes and layouts is that you only need to build one site, if it's responsive it will adapt on its own.

Example
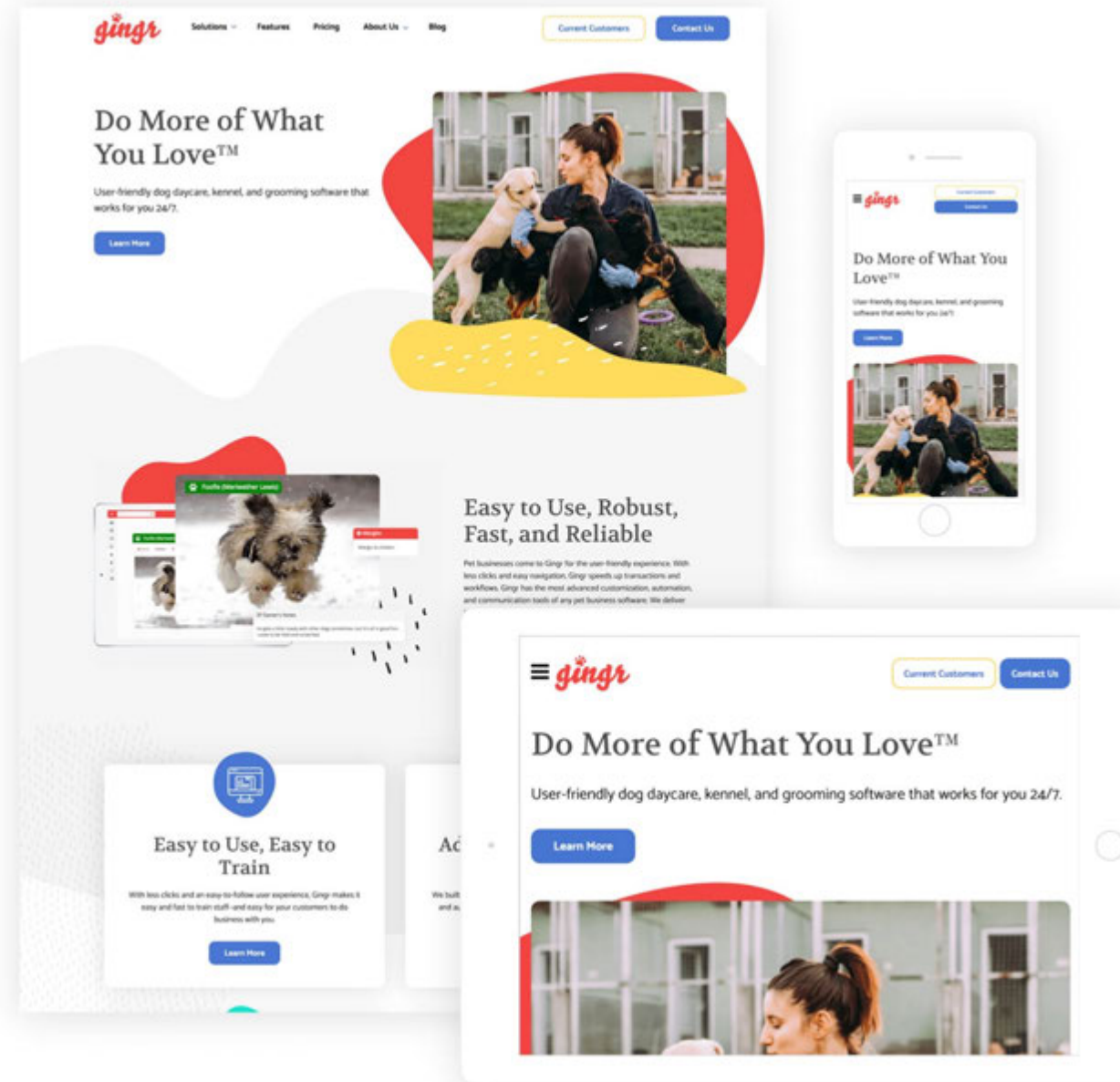
Making changes

Depending on your theme or template you may need to create additional elements just for mobile viewing or change the layout of the elements slightly to be more visible.

Test, test and test again

You should always try and look at your website on as many devices as possible to get the best overall view.

You can use some of the free tools like responsivetesttool.com or Google's Mobile-Friendly Test.
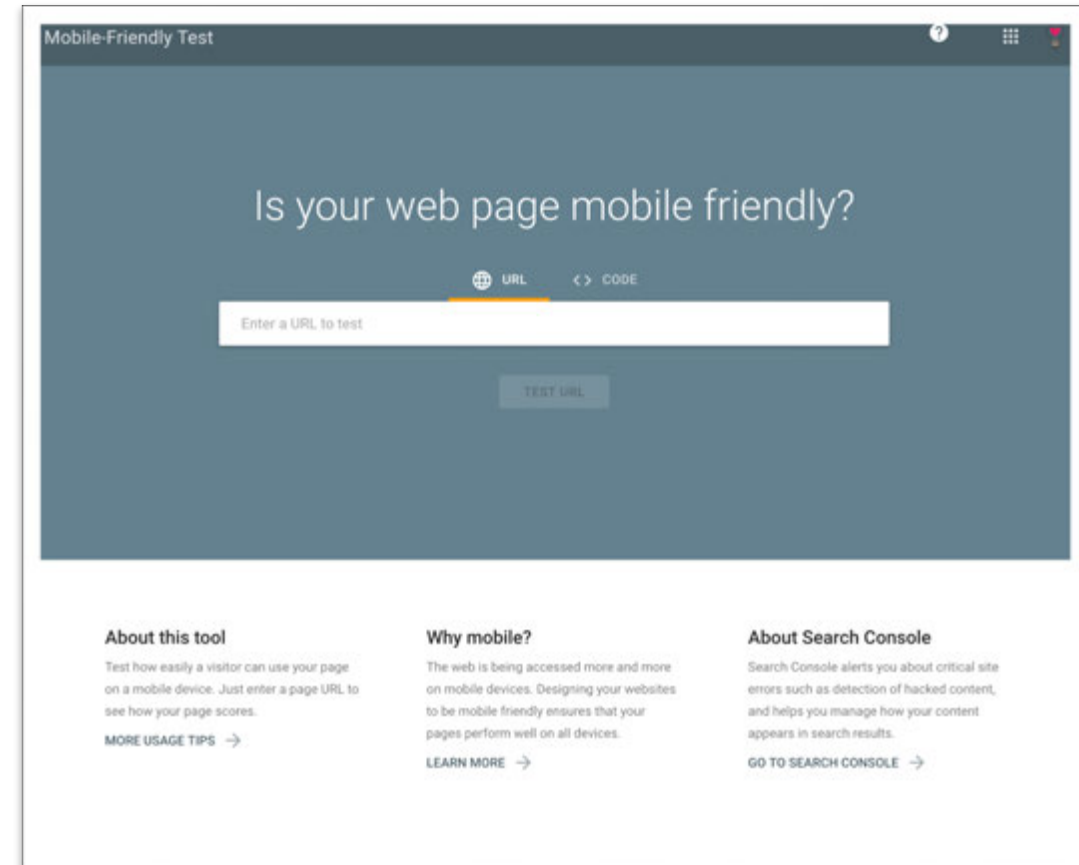
What should we test?

Buttons

Images
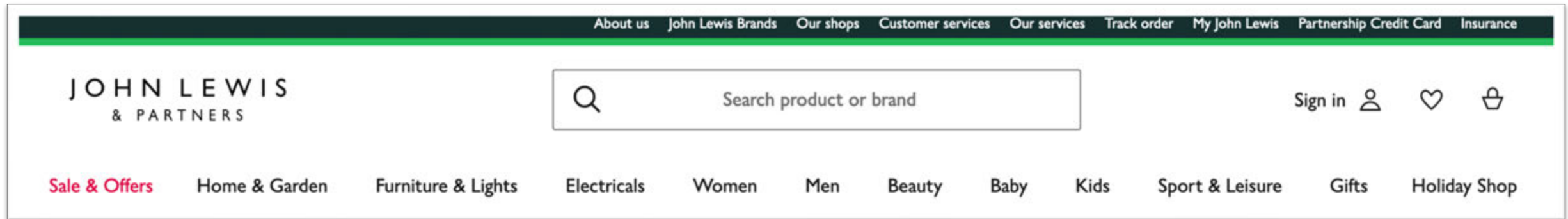
Fonts

Features
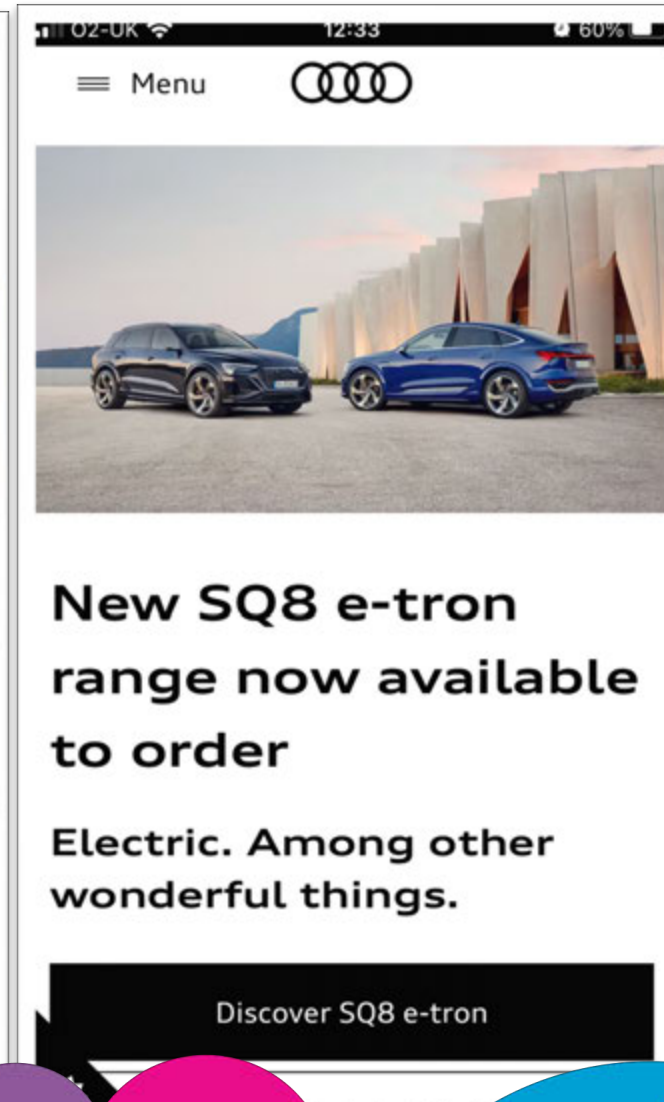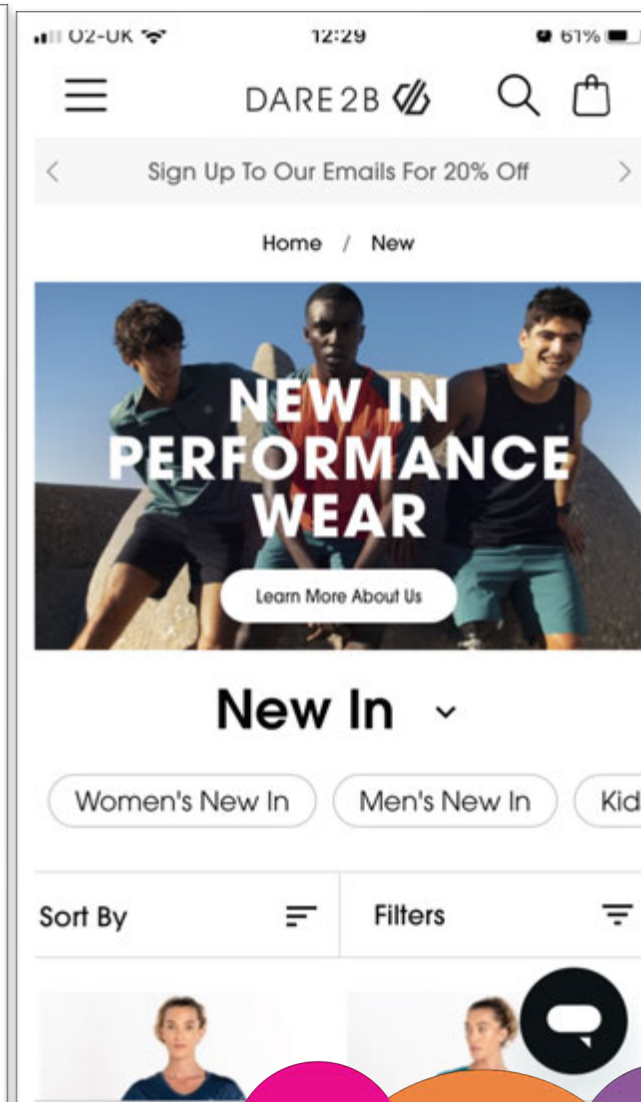
Finding our way around

Finding your way around any website is essential, it doesn't matter whether it's finding products quickly or getting a phone number without hunting through multiple pages to get it.
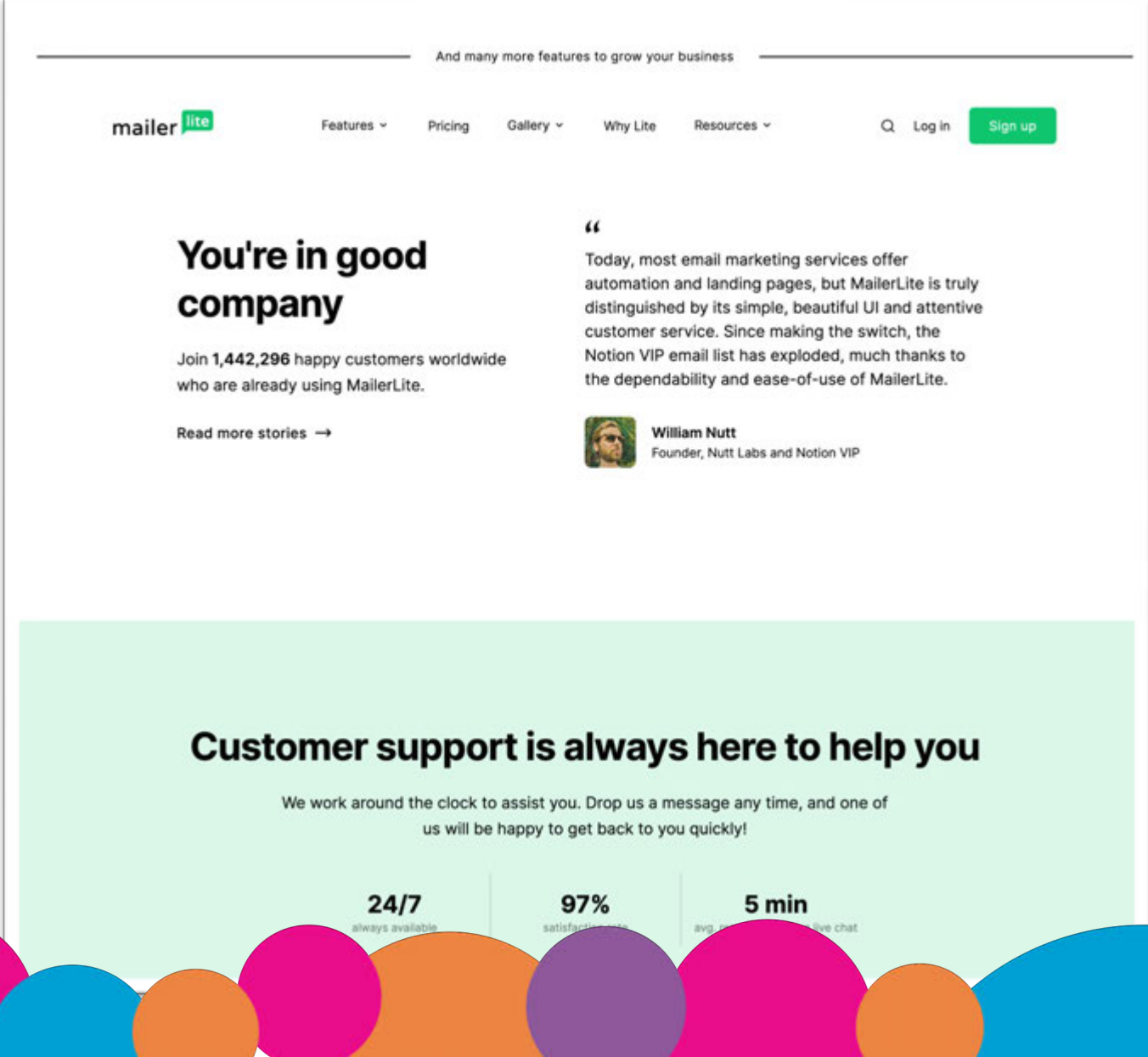
Design elements

Creating a consistent style with a colour pallet and a font library that you use all the way through helps create a sense of brand and make elements recognisable.
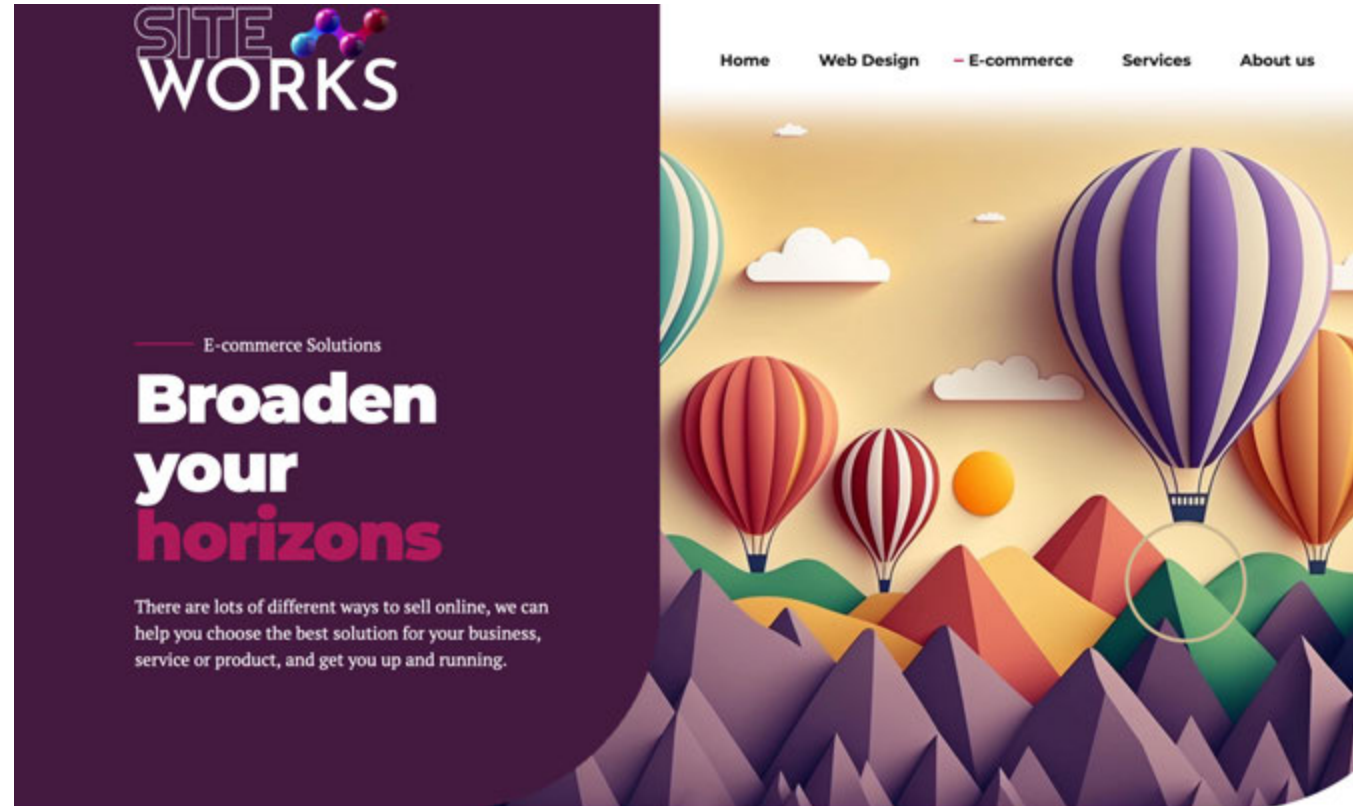
Fonts

Clear easy-to-read fonts in decent size with good contrast for any viewer are a must.

The Fold

"The fold" is the last part of the page before the viewer must scroll down past the bottom of the visible screen.

Breadcrumbs

Think Hansel & Gretel,

think Breadcrumbs.

Breadcrumbs are navigational elements that show the viewer where the current page sits in your overall structure.
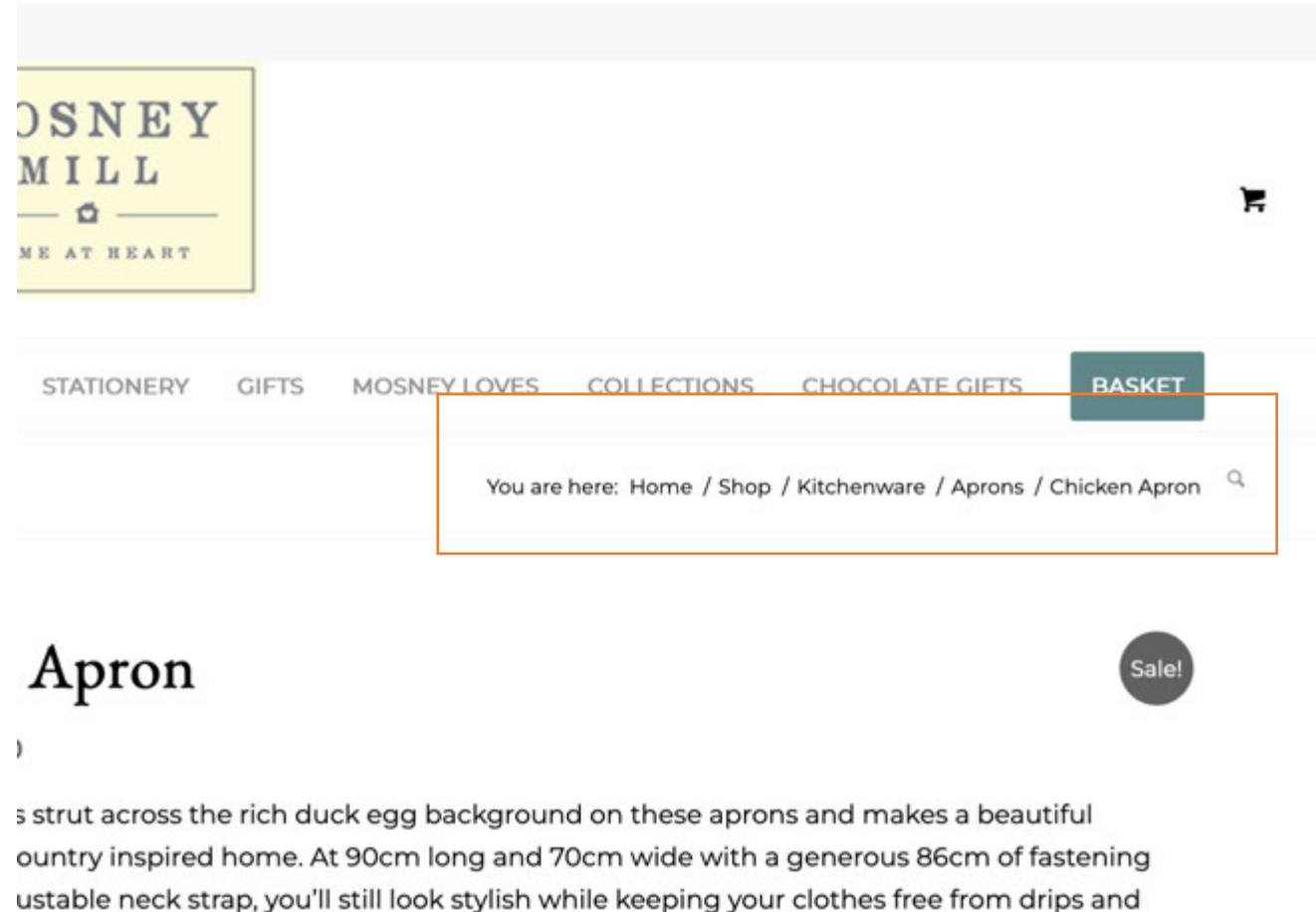
Breadcrumbs

Hierarchical

Home > Blog > Category > Post name.

Attribute-based

Home > Product category > Gender > Size > Colour

History-based

Home > Previous page > Previous page > Previous page > Current page.

Linking it all together

Think about having links in multiple places, we want our bold call to action, but using images as links to products or links in our text that are naturally going to send the reader off to explore or buy.

3 click rule

The 3 clicks rule states that people should be able to access any important page on your website within 3 clicks.

Workbooks out!

Create a website plan

Time for this activity: **25 mins**

Quick Quiz

dms4all
Digital Marketing Skills4All

What is the recommended number of categories we should use?

A 2-3
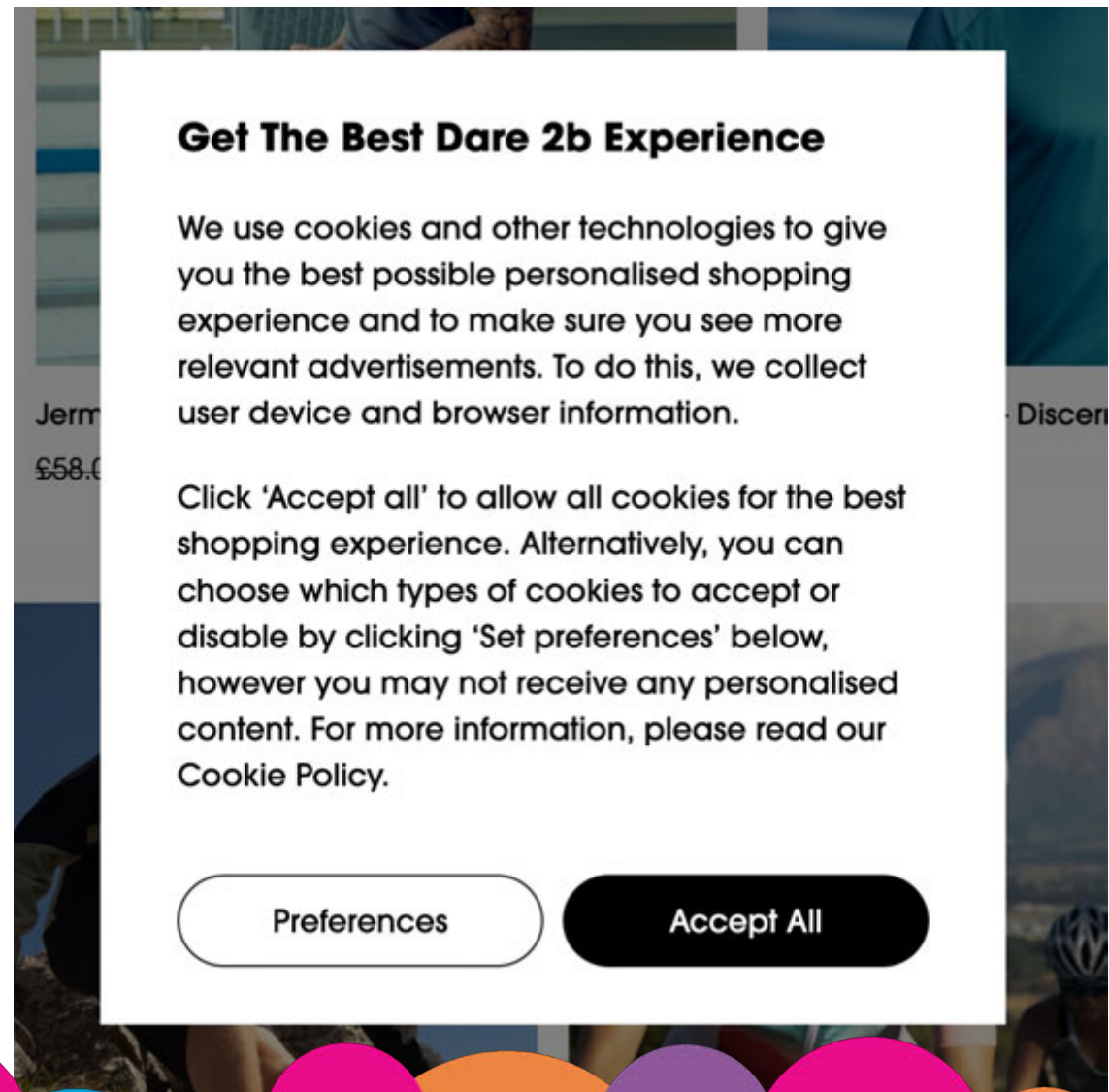
B 3-5

C 5-7

Cookie Consent

When you visit any website these days you will (or you should) get a little pop-up asking you to agree on your cookie choices.

Get The Best Dare 2b Experience

We use cookies and other technologies to give you the best possible personalised shopping experience and to make sure you see more relevant advertisements. To do this, we collect user device and browser information.

Click 'Accept all' to allow all cookies for the best shopping experience. Alternatively, you can choose which types of cookies to accept or disable by clicking 'Set preferences' below, however you may not receive any personalised content. For more information, please read our Cookie Policy.

Preferences   Accept All

Cookie Consent

You will need something in place to cover you for functionality and tracking-based cookies. Don't hide it on a subpage either, you have to make sure that your users can find it - easily - otherwise your cookie setup won't be compliant.

Privacy Policy

If you are collecting information from people you will need to document what the information is for, how you are going to collect it, store it and use it.

Your privacy notice lets people know what you are doing with their data.

Privacy Policy

There are several free generator sites around like gdprprivacynotice.com where you can add your own details and create them for yourself.

Redirects

Google doesn't like dead ends. Nor do site visitors.

We can avoid this by adding a **redirect**.
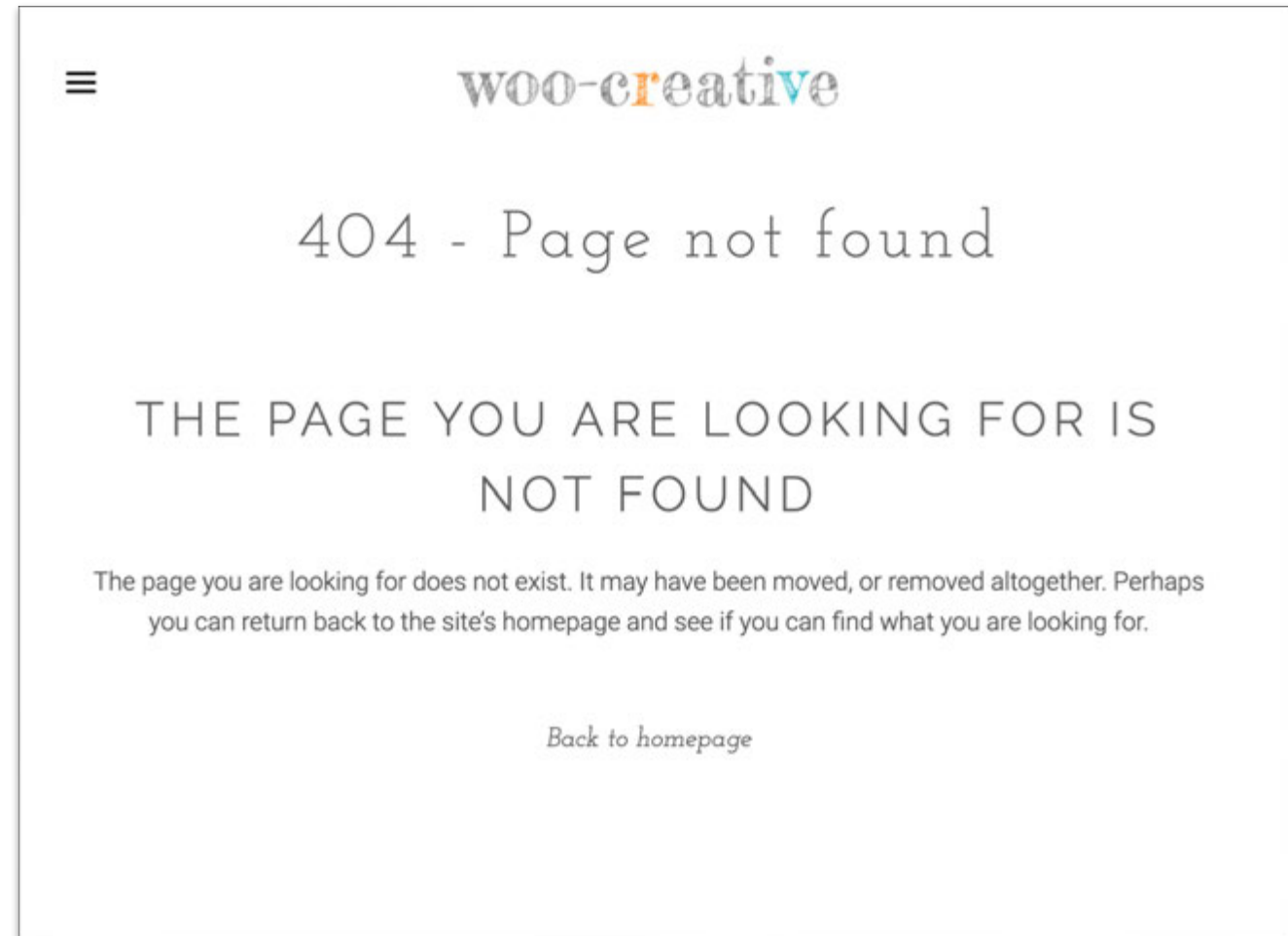
Redirects

If you stop selling a bestselling product and there are links to it on the internet, redirect it to a similar product, so there is no dead end.

Redirects

We use redirects when:

- We move the URL of a webpage (from URL A to URL B)

- We delete a page

- We add category tags or parent pages that affect URLs

- We move your website to a new domain

- We merge two or more duplicate pages

- We migrate our site from HTTP to HTTPS

Redirects

Permanent redirects are for when you don't expect to display the old page again. Like if you delete a page.
Or if you combine duplicate pages.

They tell search engines it's OK to remove the old URL from search results and start displaying the new one.

Redirects

Temporary redirects are for when you need to redirect a page for a short time.

Google will usually keep the old URL in its index for longer than it would for a permanent redirect.

Bounce Rates

Hang on, I hear you say, you keep saying bounce rate?

You haven't told us about those yet.

Bounce Rates

Bounce Rate is the percentage of visitors that leave a webpage without taking action.

That action might be clicking on a link, filling out a form, or making a purchase.

Reducing Bounce Rate

- We can make sure our page speeds are quick

- Make sure our page is mobile friendly

- Include internal links and CTA

- Make your content easy to read and understand

- Satisfy your user's needs

- Use a table of contents or mini navigation

Accessibility Best Practices

When we build a website, we need to think about how the design and the elements will impact the way a person with a disability interacts with it.

Accessibility Best Practices

The Web Content Accessibility Guidelines, produced by the World Wide Web Consortium, are a set of recommendations that web designers can take to maximise the accessibility of their content.

Accessibility Best Practices

- Offer text alternatives for non-text content.

- Include text transcript, sign language or captions.

- Make sure your content elements have enough contrast.

- Make content operable by a keyboard rather than a mouse.

- Content shouldn't include flashes.

Widely Accepted Principles

When people visit a website, they have expectations about how different design elements should work.

While you want your website to be unique, you should always keep widely accepted website design principles in mind.

Workbooks out!

Make your plan even more cunning...

Time for this activity: **25 mins**

Quick Quiz

dms4all
Digital Marketing Skills4All

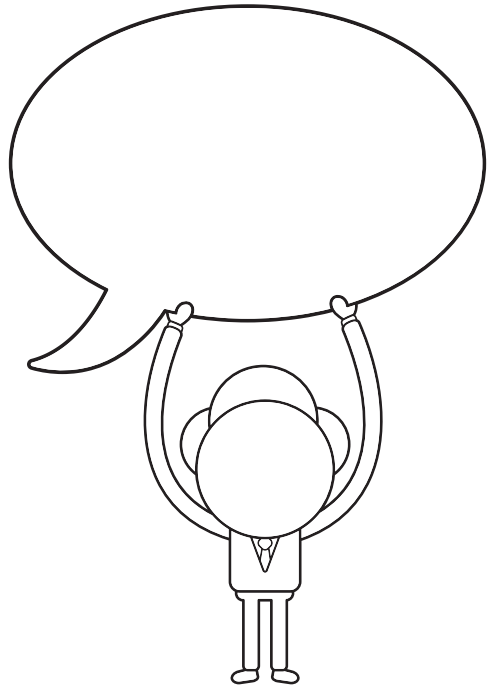**Redirects help us avoid…**

A selling the wrong product

B dead ends

C pages that don't resize

Show and tell

Does anyone want to share their ideas with us?

Any Questions?

Coming up soon to extend these skills

We will take these plans and start building prototypes on various different platforms in next week's sessions.

Quiz

Quiz books out
10 quick questions to test your knowledge

Final thoughts

Any comments on today?

What one thing do you feel you have taken from or improved upon from today?

Don't forget

Make sure you submit your workbooks, once you do you will get a copy to your email.

That email will have the links to download todays slides and notes.

Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group.

If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.

Up next…

See you tomorrow for our first **research and practical session**