



dms4all

Front-End Web Development Skills

Navigation

Quick recap

How did you find your session yesterday?

Give me one thing you took from yesterday's session



Today's to-do list

Today we are going to look at **Navigation**

How to edit it, tools to manage it and what it
for UX and SEO.



Learning objectives

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

- Learn how to create a user-friendly site navigation
- Understand the various options
- Identify what changes can be made to help the SEO of our site.



Show of hands

Show of hands, who has created a new menu or edited the default one?



Navigation for UX

Navigation is an essential factor in how easily visitors can find their way around our sites.

How they find the information they came looking for and find the products they want to buy.



Why bother?

- What are people looking for and why,
- How do we want them to move around our site?
- How are they looking for information?
- Do they know what they want or are they browsing?
- If you have a large catalogue of products do people need to search?
- How does your navigation work on mobile as well as a desktop view?



What are your viewers?

- *The 'Ready to Buy'* – they know exactly what they want.
- *The 'Just Browsing'* – they have fallen on you by search or from an ad.
- *The 'Just Curious'* – they know of you, but not a lot about you.



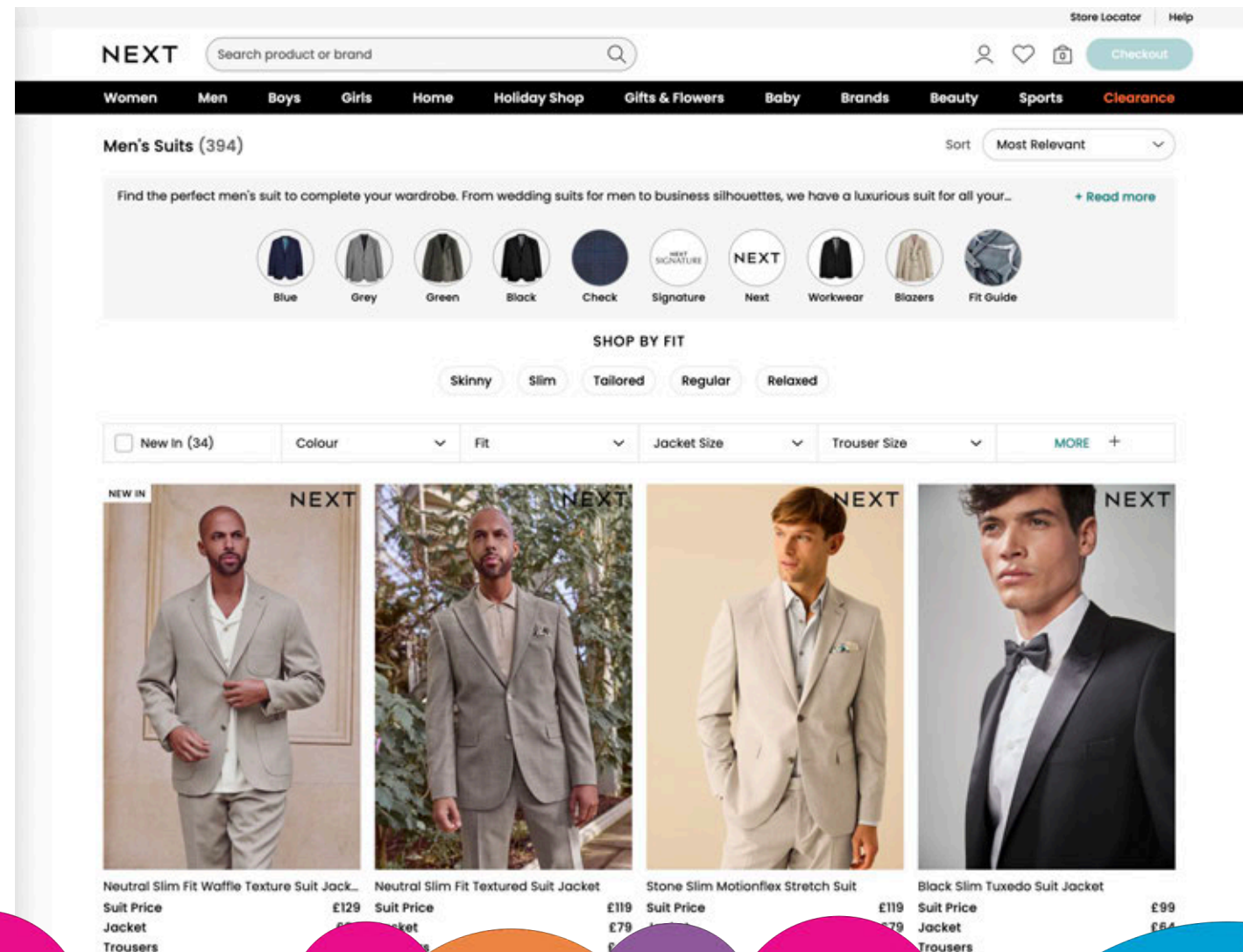
Types

There are common forms that most websites use and that our visitors recognise. There are more ways to navigate around a website than you might think.



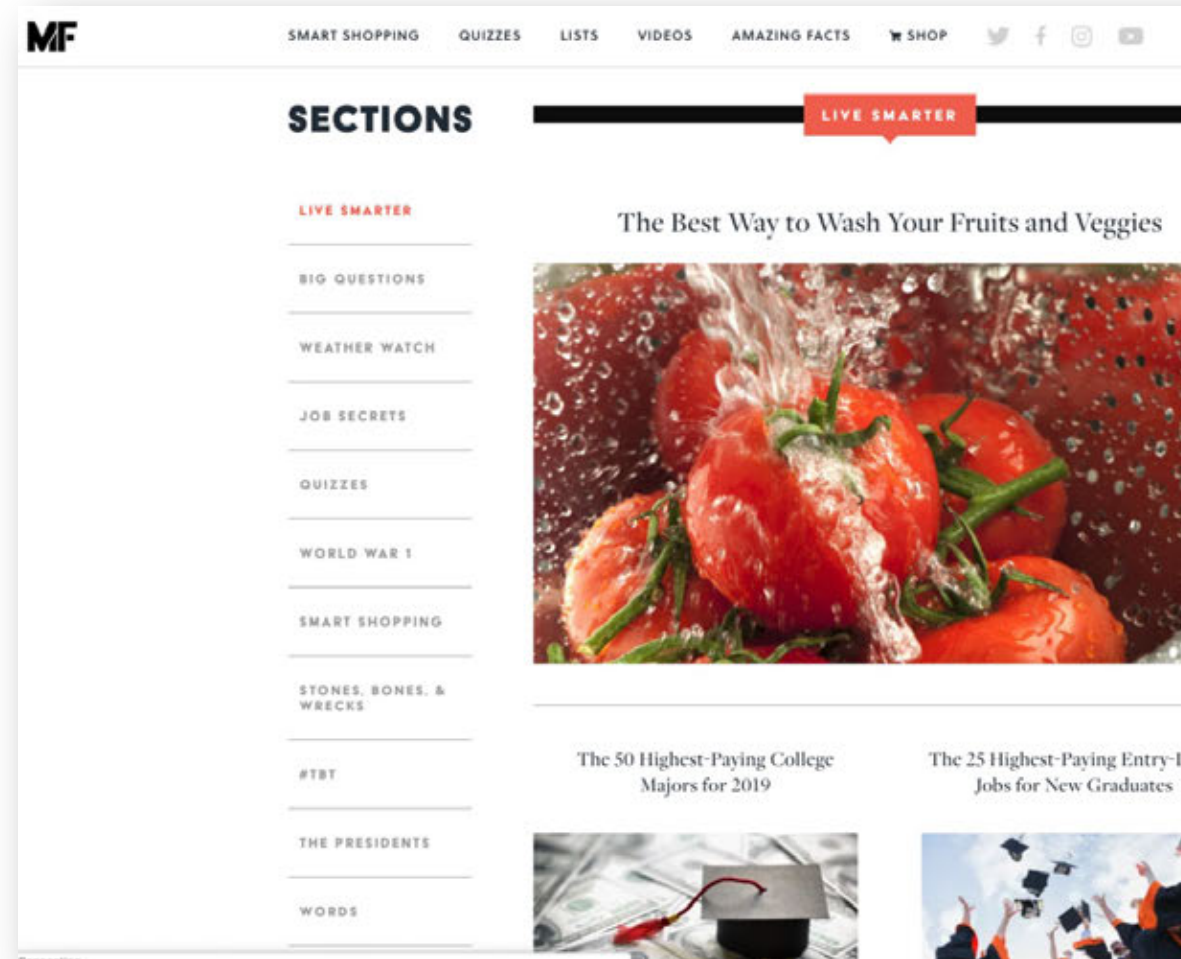
Horizontal

This is a navigation that sits at the top of our website. As the name of this navigation link style suggests, these links are listed horizontally.



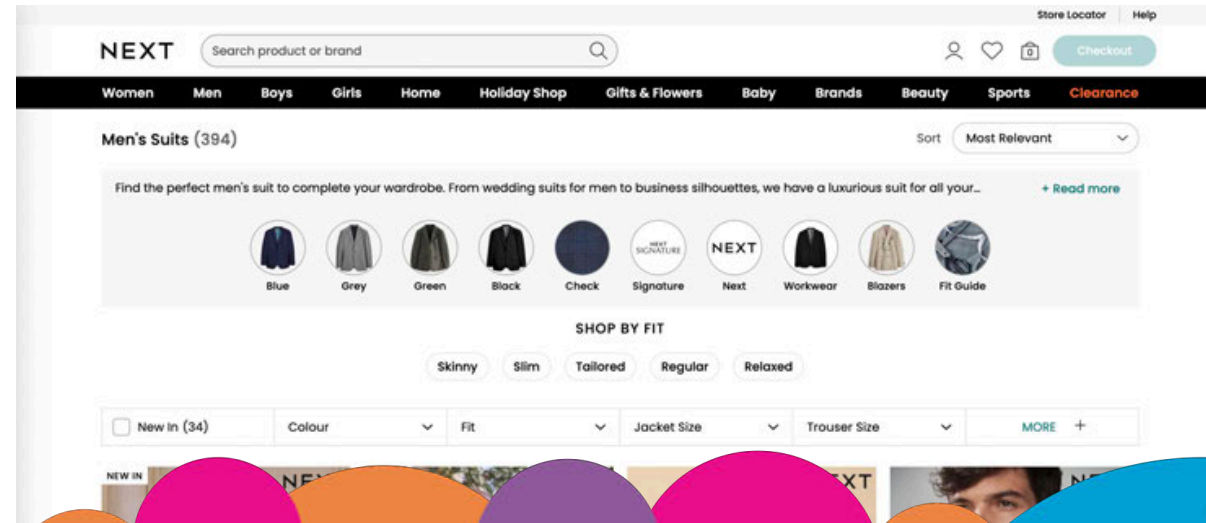
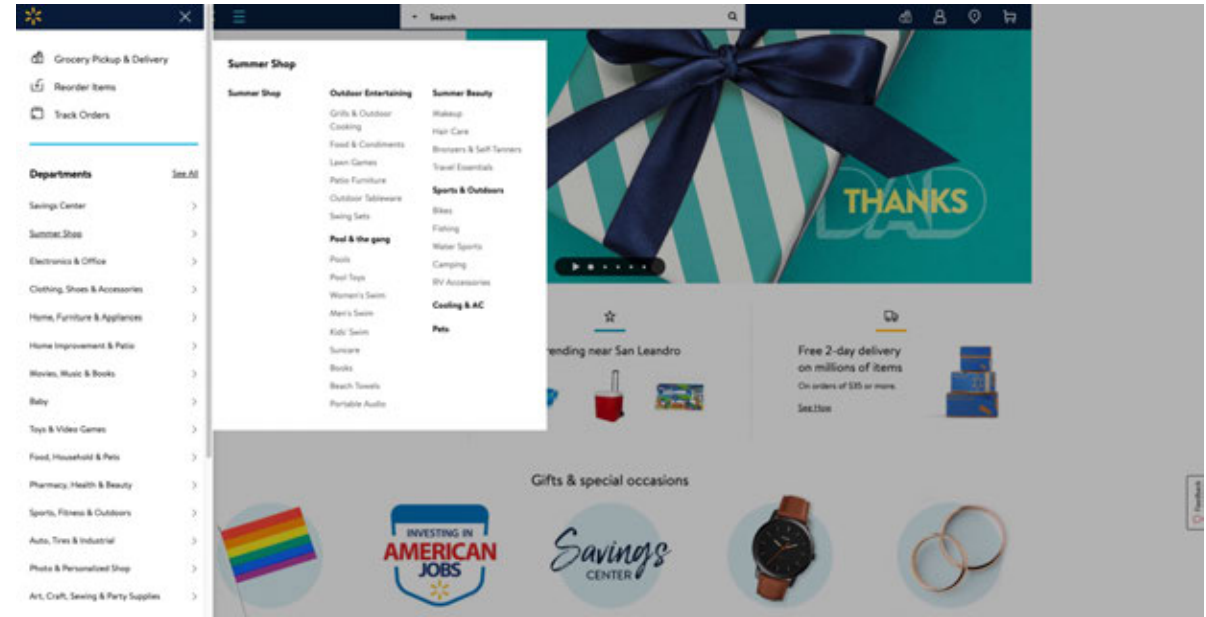
Vertical

The navigation sits on the left hand side of the screen and is generally fixed so that the menu stays in position as the page scrolls.



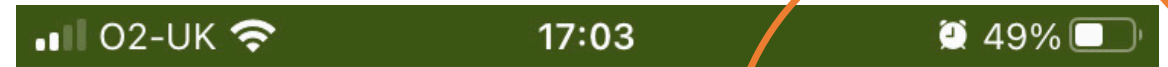
Sidebar

Users can find links listed vertically on the side of a website. This is often the kind of navigation you will see in articles and blogs or large online shops.



Hamburger

Recognised as the standard mobile navigation these days, the classic 'hamburger menu' has three horizontal lines in place of the normal menu.



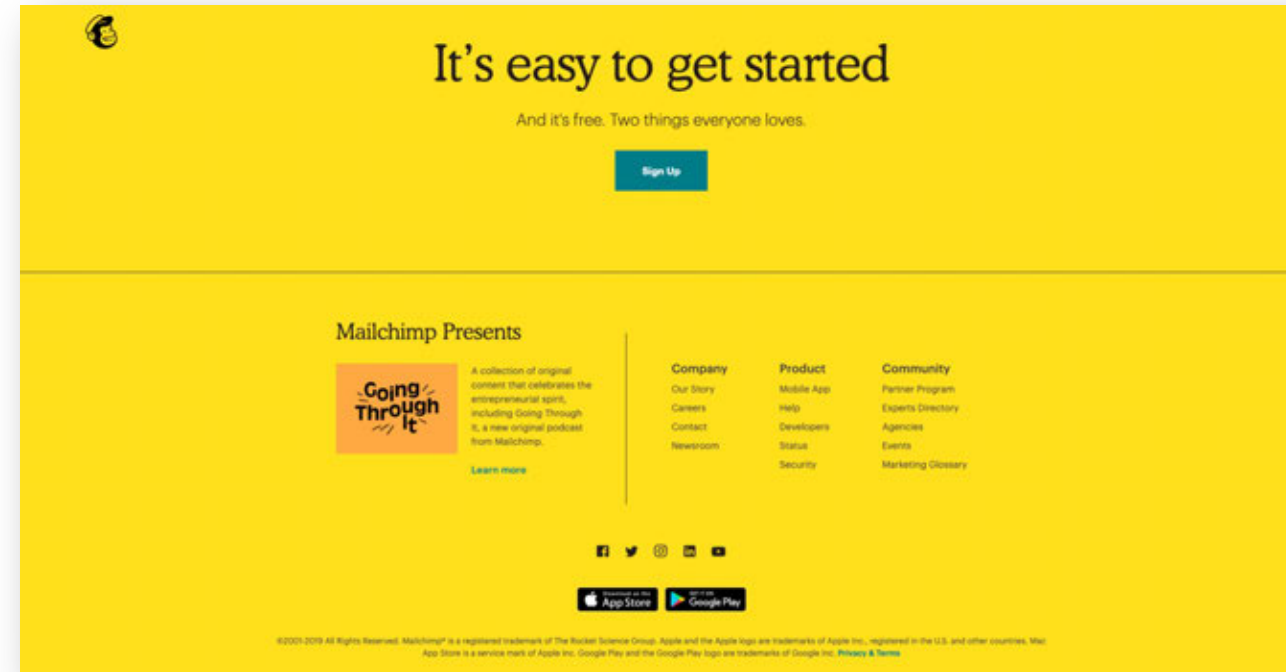
The Pamper Collection

Sit back, relax and soak up natural loveliness.



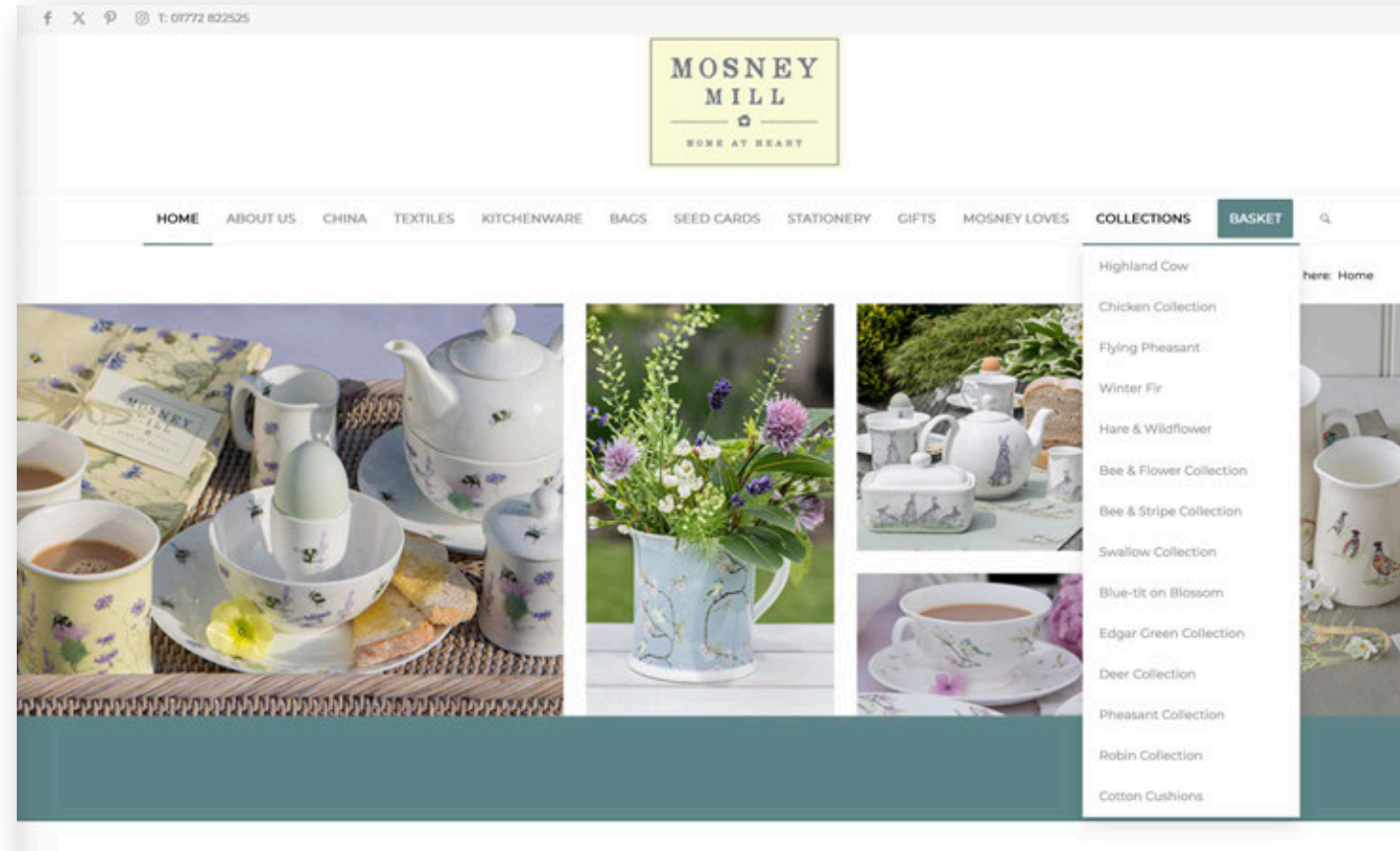
Footer

The footer navigation can be either an extended copy of your main navigation or a secondary menu so you can list all your site pages without having to worry about those links obstructing the average user experience when viewing your homepage.



Dropdown

Perfect when you have dozens of links to include but you want to keep the top-level menu simple.



Mega Menu

If you have a huge amount of content on your site or a large amount of products then a Mega Menu could be more appropriate.

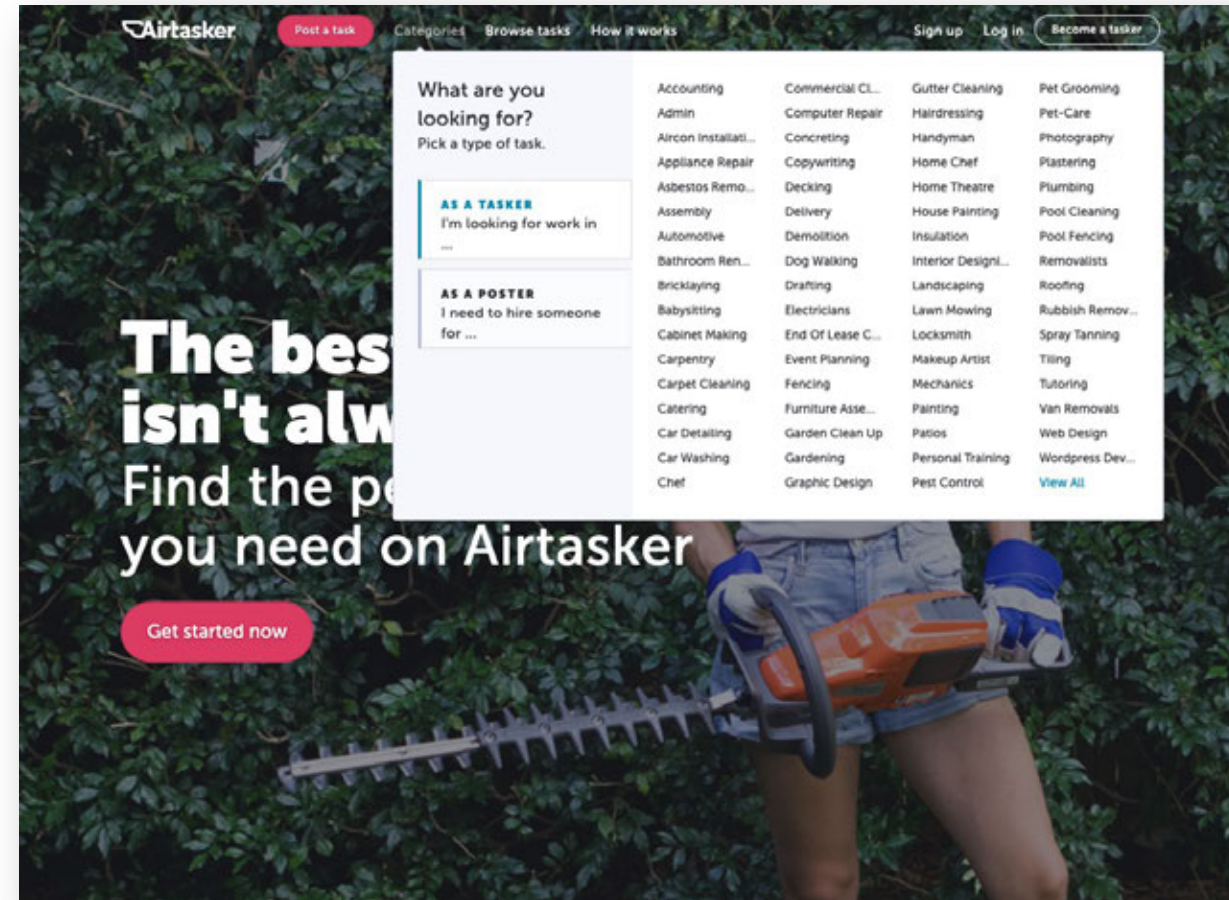
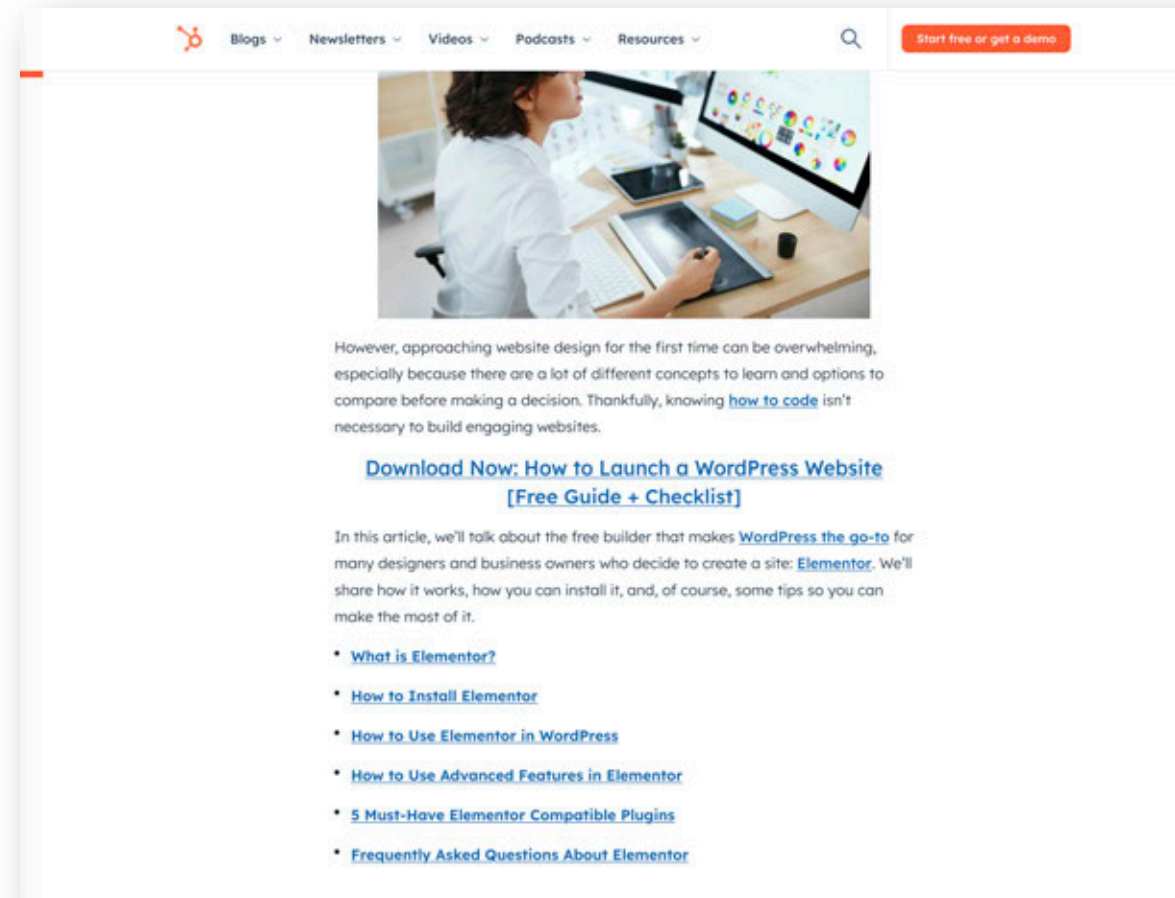


Table of Content

A favourite in blogs and longer articles where you want your reader to be able to scroll backwards and forwards through the text, maybe navigate directly to a particular section of text.



The screenshot shows a blog article page with a navigation bar at the top containing links for Blogs, Newsletters, Videos, Podcasts, and Resources. A search icon and a "Start free or get a demo" button are also present. The main content area features a photograph of a person working at a computer. Below the image is a paragraph of text, followed by a blue link for a free guide and checklist. The article text discusses the challenges of learning website design and introduces Elementor as a popular WordPress builder. A table of contents is provided at the bottom of the article.

However, approaching website design for the first time can be overwhelming, especially because there are a lot of different concepts to learn and options to compare before making a decision. Thankfully, knowing [how to code](#) isn't necessary to build engaging websites.

[Download Now: How to Launch a WordPress Website \[Free Guide + Checklist\]](#)

In this article, we'll talk about the free builder that makes [WordPress the go-to](#) for many designers and business owners who decide to create a site: [Elementor](#). We'll share how it works, how you can install it, and, of course, some tips so you can make the most of it.

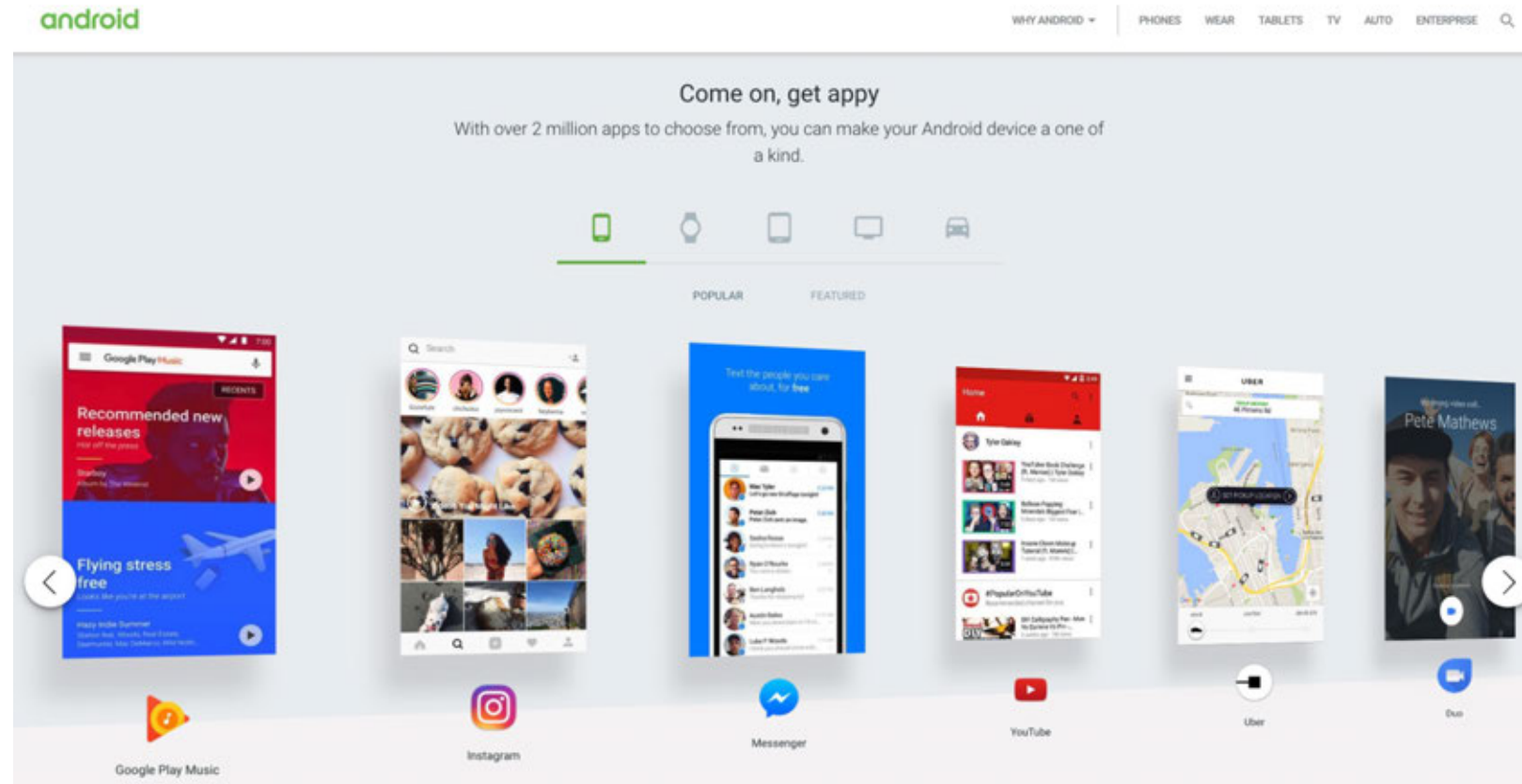
- [What is Elementor?](#)
- [How to Install Elementor](#)
- [How to Use Elementor in WordPress](#)
- [How to Use Advanced Features in Elementor](#)
- [5 Must-Have Elementor Compatible Plugins](#)
- [Frequently Asked Questions About Elementor](#)



Visual

You can create dynamic menus that are driven by the user's choices.

Depending on the page they are on that mini navigation will be different and only appropriate to the content that they are reading at that moment.



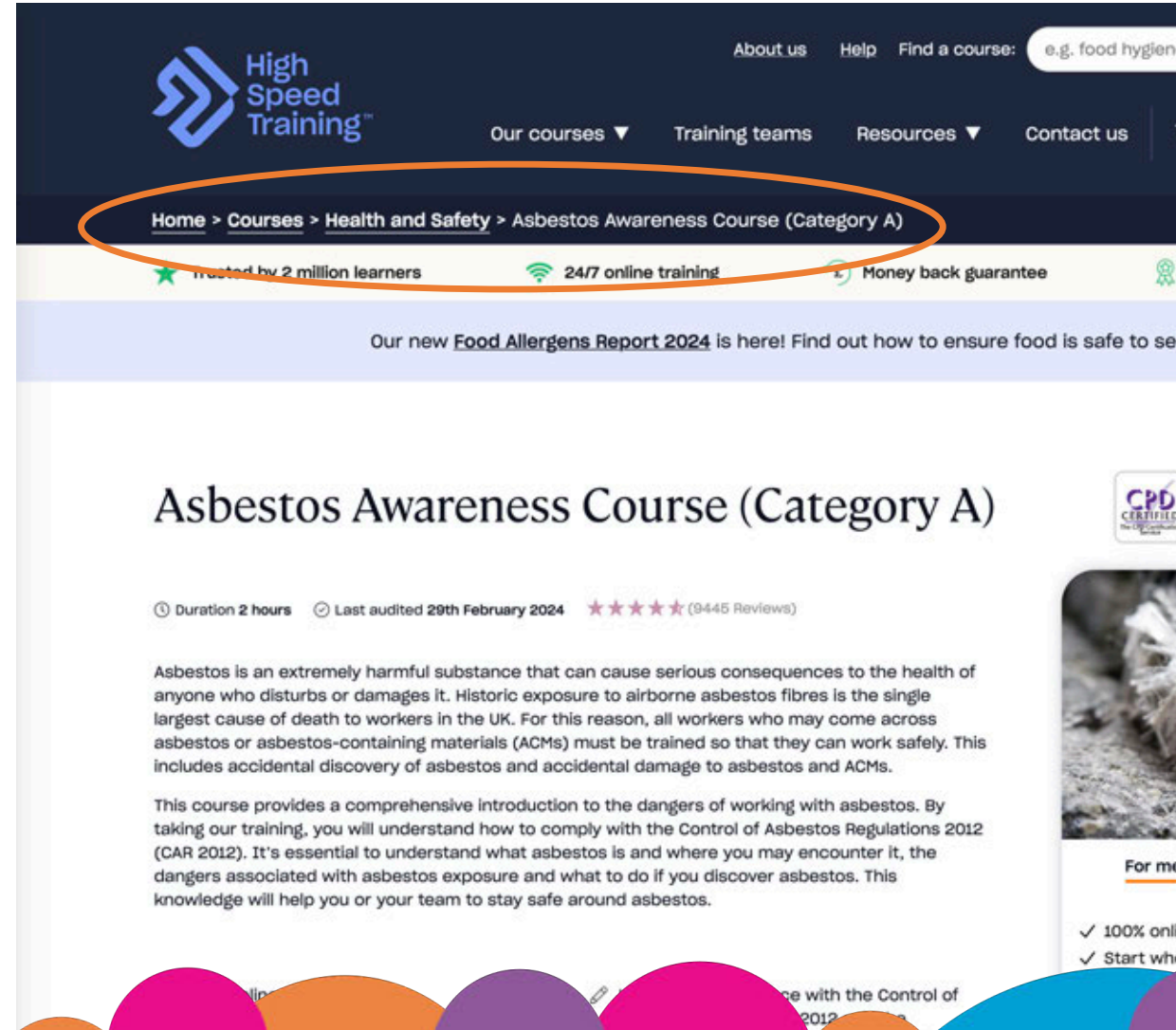
Text Anchors

If you have a single-page site, you still need viewers to be able to move around the page and go directly to sections to see the content without having to scroll up and down the page.



Breadcrumbs

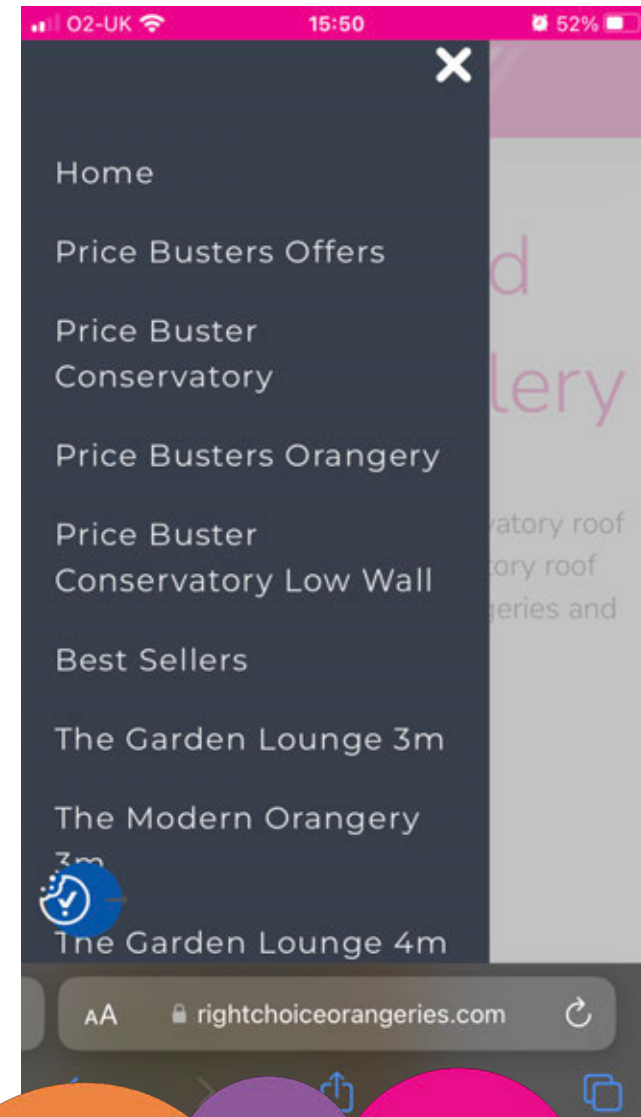
A Breadcrumb navigation is a line of text links that show the user the path to the page that they are currently viewing. Named after the children's story Hansel and Gretel, it's all about being able to retrace your steps.



The screenshot shows a website for High Speed Training. The breadcrumb navigation is highlighted with an orange oval and reads: [Home](#) > [Courses](#) > [Health and Safety](#) > [Asbestos Awareness Course \(Category A\)](#). Below the breadcrumb, there are three icons: a star for 'Trusted by 2 million learners', a Wi-Fi symbol for '24/7 online training', and a money bag for 'Money back guarantee'. The main content area features a banner for 'Our new Food Allergens Report 2024' and a section for the 'Asbestos Awareness Course (Category A)'. This section includes a duration of 2 hours, a last audit date of 29th February 2024, and a 5-star rating from 9445 reviews. The text describes asbestos as a harmful substance and explains that the course provides a comprehensive introduction to the dangers of working with asbestos, including how to comply with the Control of Asbestos Regulations 2012 (CAR 2012).

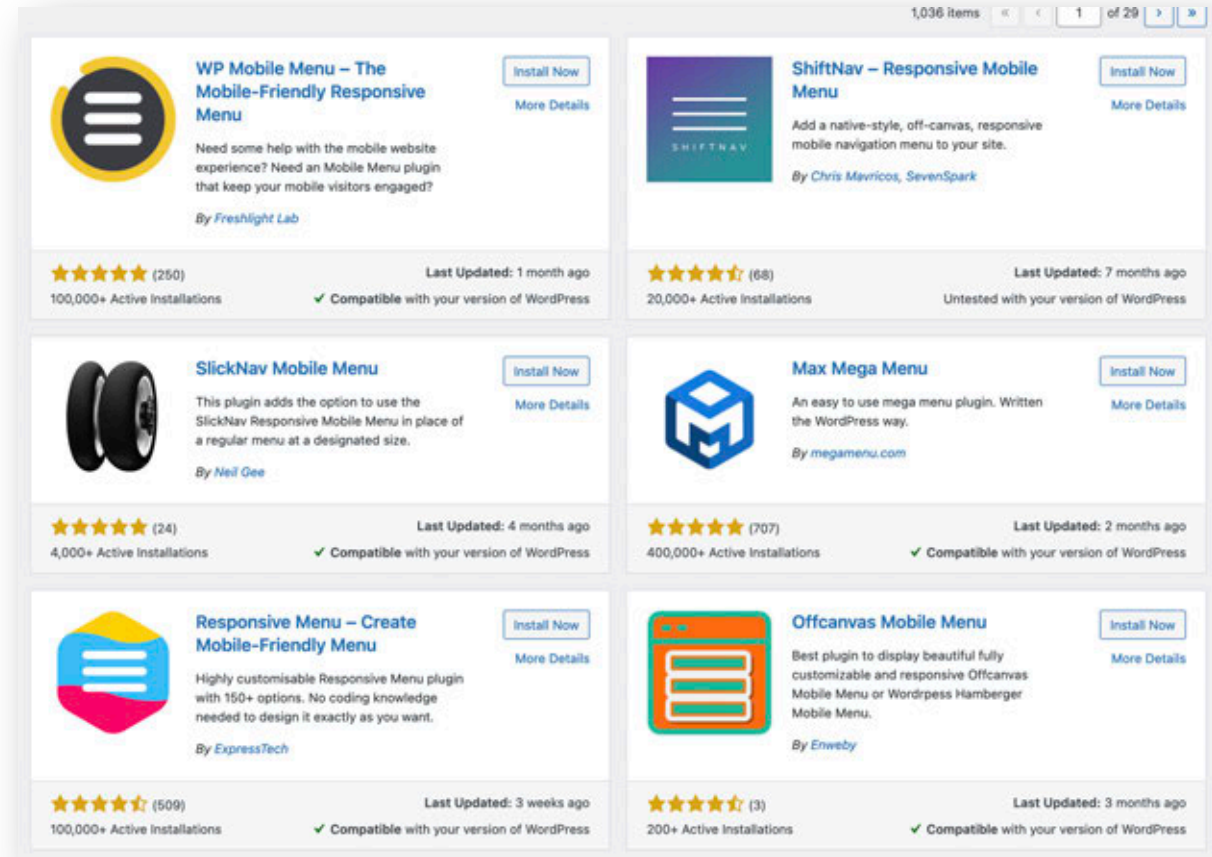
Mobile

When we are doing our site testing it is always an essential to test the navigation works on mobile devices.









Mobile

If you want more flexibility to your mobile menu then plugins like WP Mobile Menu and Responsive Menu are great choices.



1,036 items 1 of 29

| | |
|--|--|
|  <p>WP Mobile Menu – The Mobile-Friendly Responsive Menu Need some help with the mobile website experience? Need an Mobile Menu plugin that keep your mobile visitors engaged? <i>By Freshlight Lab</i></p> <p>★★★★★ (250) 100,000+ Active Installations Last Updated: 1 month ago ✓ Compatible with your version of WordPress</p> <p>Install Now More Details</p> |  <p>ShiftNav – Responsive Mobile Menu Add a native-style, off-canvas, responsive mobile navigation menu to your site. <i>By Chris Mavricos, SevenSpark</i></p> <p>★★★★☆ (68) 20,000+ Active Installations Last Updated: 7 months ago Untested with your version of WordPress</p> <p>Install Now More Details</p> |
|  <p>SlickNav Mobile Menu This plugin adds the option to use the SlickNav Responsive Mobile Menu in place of a regular menu at a designated size. <i>By Neil Gee</i></p> <p>★★★★★ (24) 4,000+ Active Installations Last Updated: 4 months ago ✓ Compatible with your version of WordPress</p> <p>Install Now More Details</p> |  <p>Max Mega Menu An easy to use mega menu plugin. Written the WordPress way. <i>By megamenu.com</i></p> <p>★★★★★ (707) 400,000+ Active Installations Last Updated: 2 months ago ✓ Compatible with your version of WordPress</p> <p>Install Now More Details</p> |
|  <p>Responsive Menu – Create Mobile-Friendly Menu Highly customisable Responsive Menu plugin with 150+ options. No coding knowledge needed to design it exactly as you want. <i>By ExpressTech</i></p> <p>★★★★★ (509) 100,000+ Active Installations Last Updated: 3 weeks ago ✓ Compatible with your version of WordPress</p> <p>Install Now More Details</p> |  <p>Offcanvas Mobile Menu Best plugin to display beautiful fully customizable and responsive Offcanvas Mobile Menu or Wordpress Hamburger Mobile Menu. <i>By Enweby</i></p> <p>★★★★☆ (3) 200+ Active Installations Last Updated: 3 months ago ✓ Compatible with your version of WordPress</p> <p>Install Now More Details</p> |



Activity time!

Let's tidy up those navigations!



Navigation for SEO

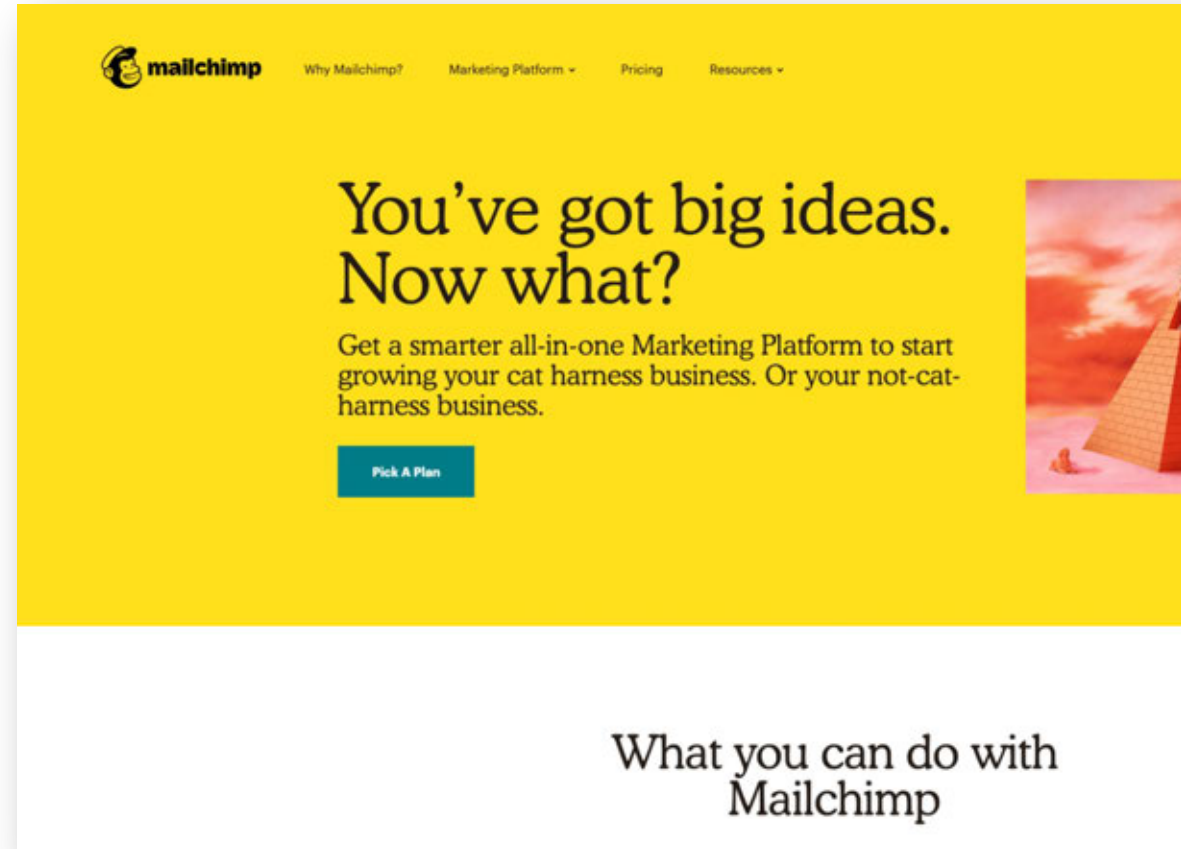
A good navigation, the right use of page titles and useful elements like breadcrumbs can make our website easier to crawl and understand, not just for our viewers but for search engine bots.

Search engines use your website navigation to discover and index new pages.



Titles

We don't want something that is epically long, it's not going to fit in the menu space properly. We want something short, sweet and to the point.



Landing Pages

Landing pages as a visual navigation can be very helpful for SEO.

Mainly used in e-commerce, they allow you to create a dedicated page for a product type or brand.



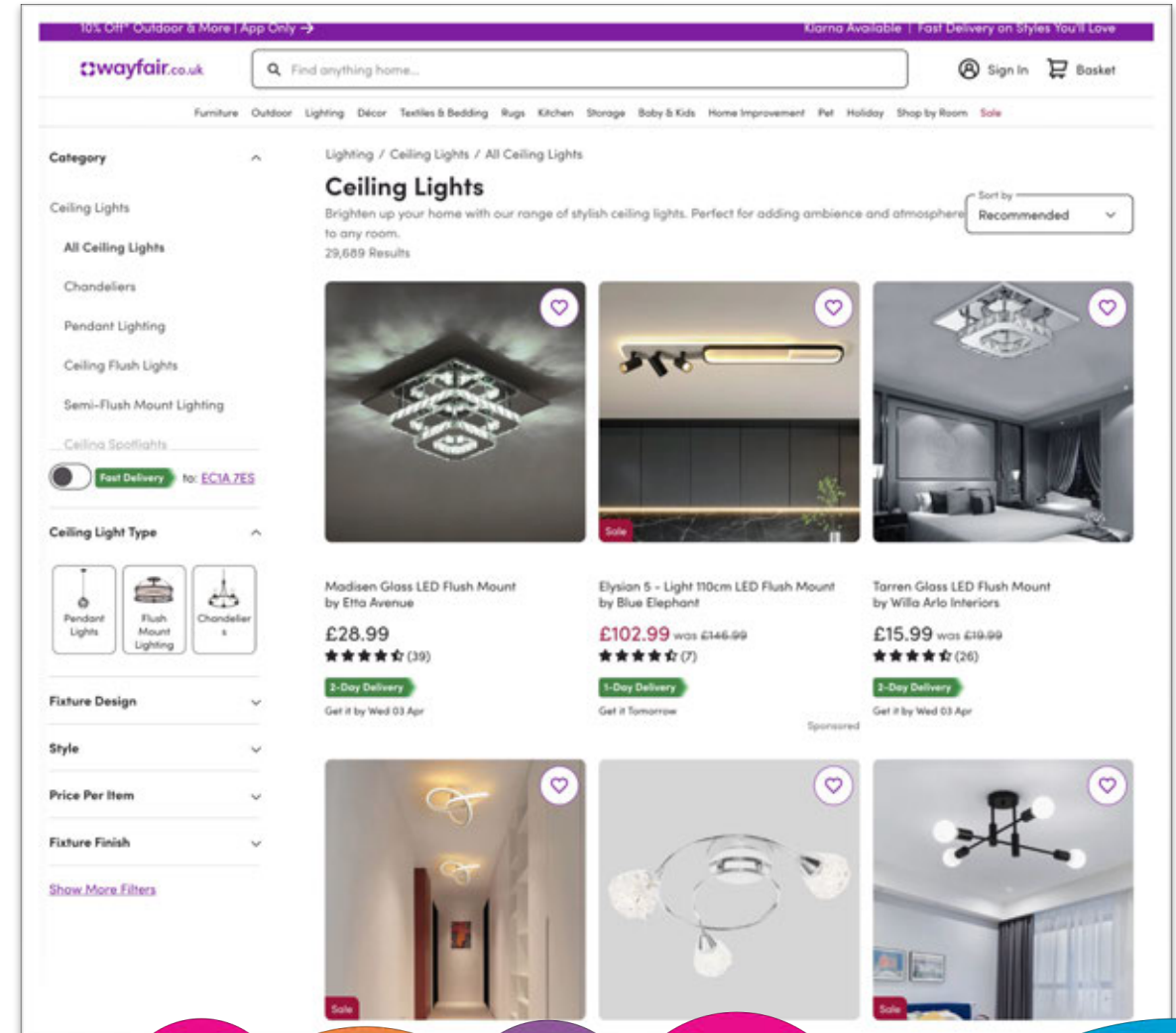
Activity time!

Let's create a visual navigation with a landing page.



Navigation for e-commerce

Sidebar menus and filters are also a good way of helping our customers narrow down the products they want to see.

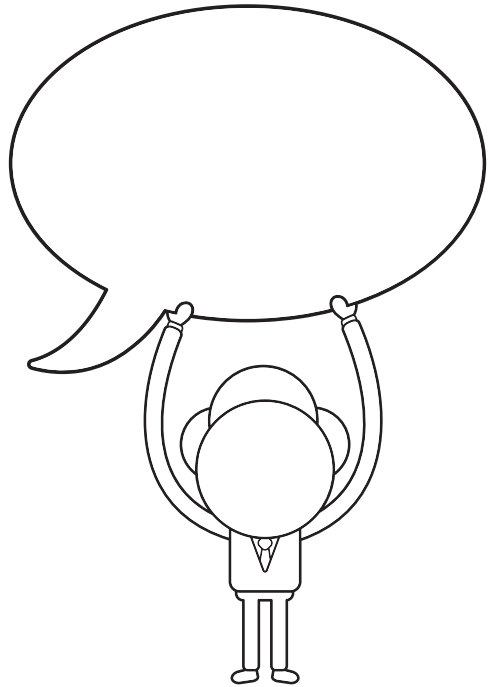


Activity time!

Let's add one more type of navigation to our site.



Show and tell



Does anyone want to share
their ideas with us?





Any Questions?



Coming up soon to extend these skills

Next week you will be starting on SEO and the knowledge you have gained today will help optimise your pages better.



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?



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 where we will look at content creation.

