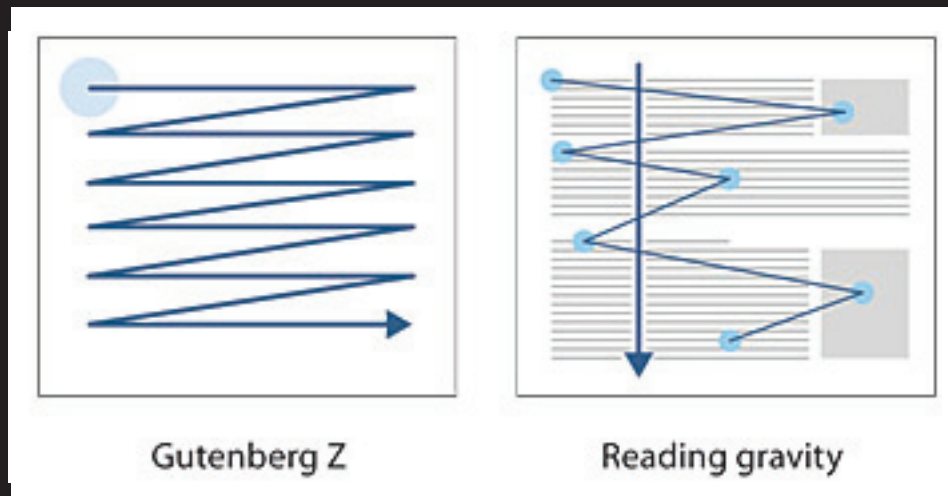


# Page Structure

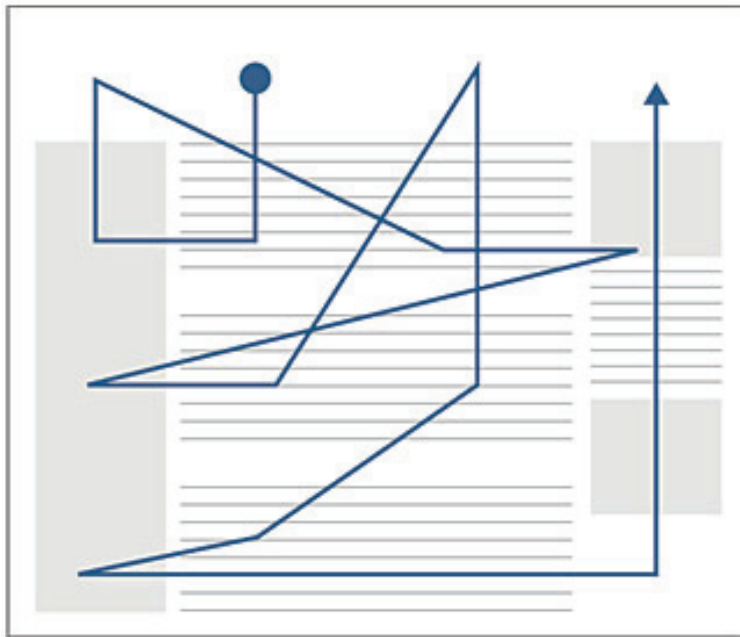
## Scanning the page

Most web page compositions are dominated by text, therefore our reading habits are the primary forces that shape the way we scan pages. In Western languages we read from top to bottom, scanning left to right down the page in a “Gutenberg Z” pattern.



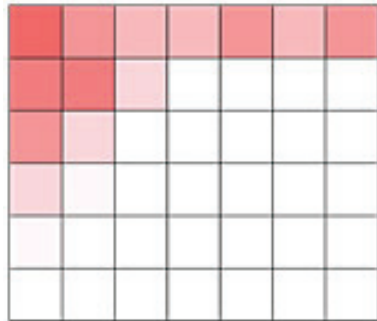
Readers use a combination of “Gutenberg Z” and “F” pattern page scanning techniques, combined with mental models—common expectations constructed from what they have learned about page structure.

a. Poynter eye-tracking study

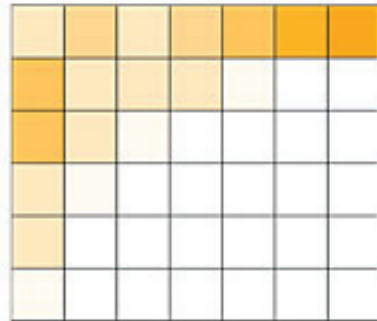


b. “F” pattern and the “golden triangle”

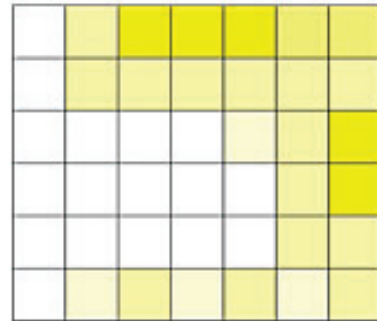




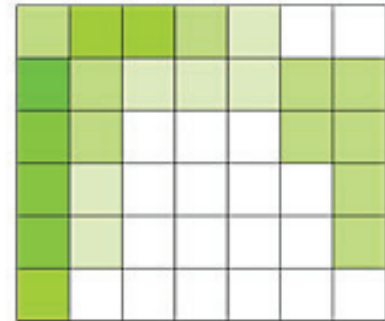
Home link



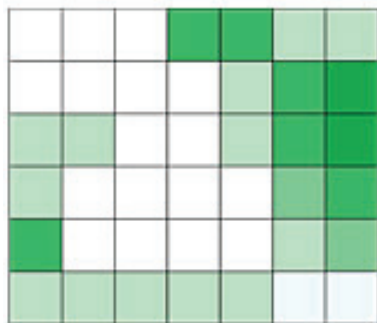
Search



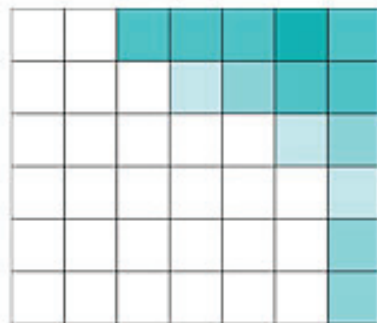
Banner ads



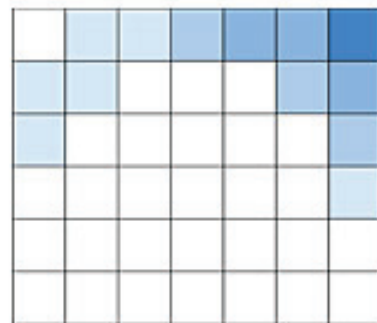
Navigation links



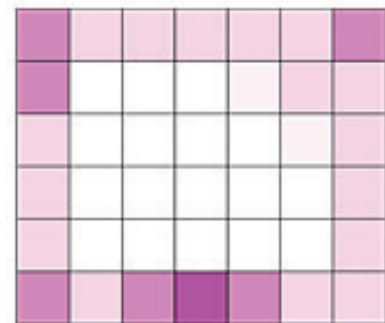
External links



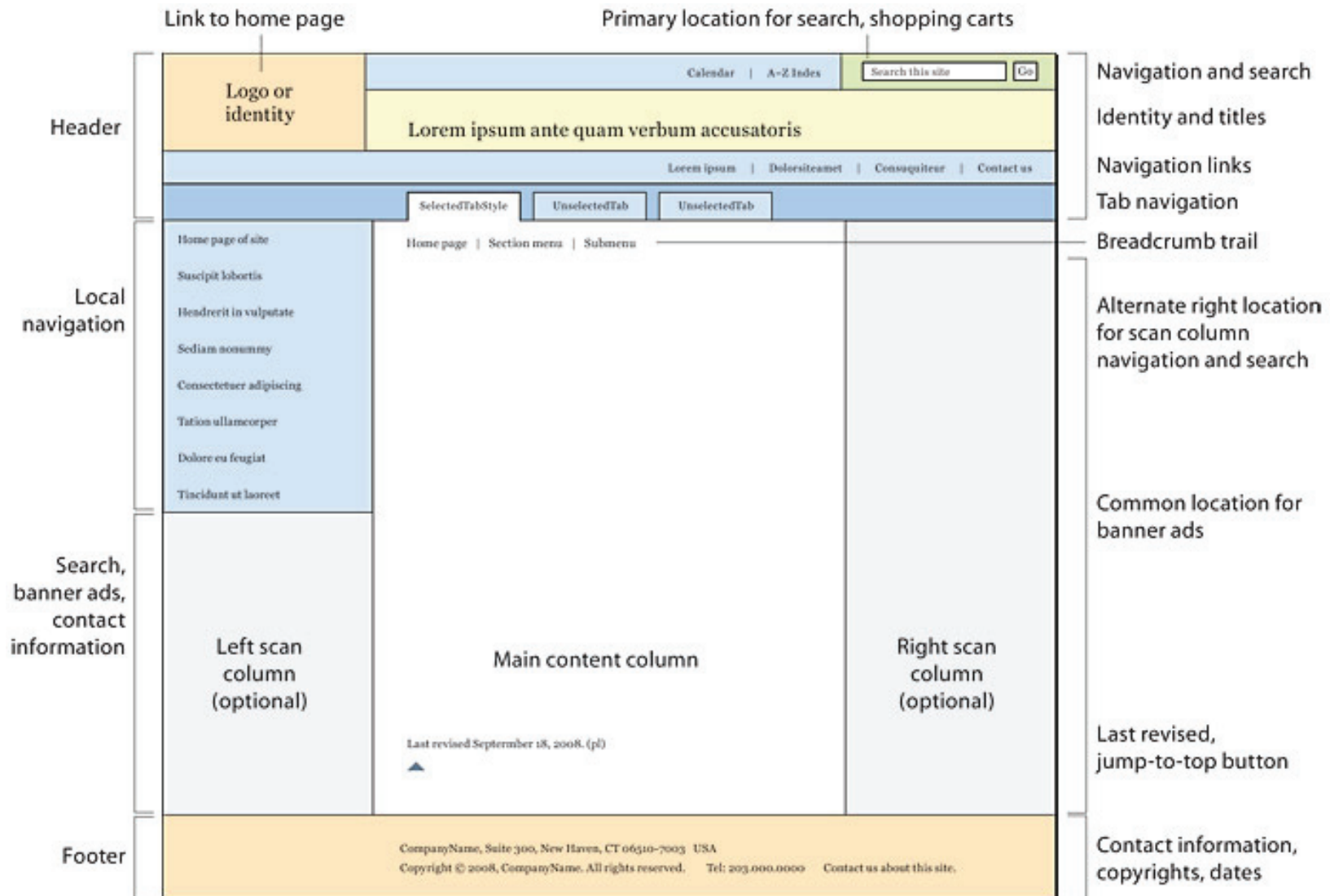
Shopping cart



Help link



About us



## One column



## Two columns



## Three columns

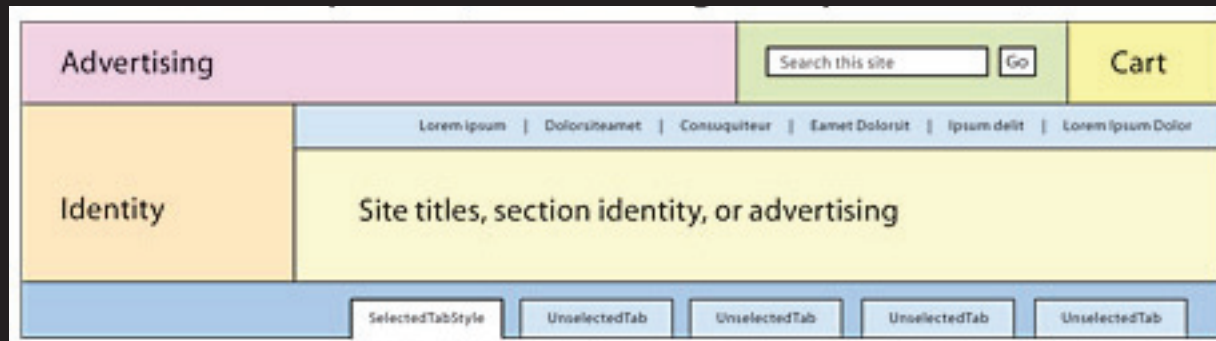


## Menus plus tabs



# Headers

- Link to 'home'
- Global navigation
- Search
- Shopping cart



## Page Content

Scan columns – local nav, advertising

Nav breadcrumb

Content – titles, articles, images, video, etc.



## Footers

Page author

Copyright mark and year

Contact details, especially email

Links

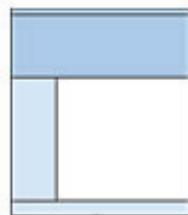
Navigation

# Types of Pages

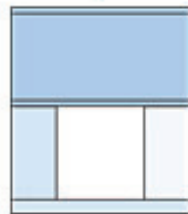
①  
Design  
the internal  
template first



②  
Derive the  
secondary pages  
from the internal  
template



③  
Design the  
home page last



The internal template establishes the  
character and interface of the site



Secondary  
menu and  
navigation  
pages



Don't let the (one) home page hijack the design process

## Internal pages

Internal pages are the lower level, content heavy pages of a website (i.e. product pages, terms, faqs).

- Global and local navigation
- Consistent framework
- Graphic branding

*Note: Get your internal page design and navigation right and then derive your home and secondary page designs from the internal page template.*

## Secondary pages

Secondary pages are the main pages linked from the home page's global navigation (i.e. about, products, contact).

- Global and local navigation
- Consistent framework
- Graphic branding
- provide a distinct hierarcical look as a “main page”

## Secondary page: business goals

Advertise

Branding

Promote product/event

Interest users in related products

Generate comments or feedback

Be seen as an expert

Encourage social sharing

Make it easy to buy

Demonstrate the benefits

## Secondary page: user tasks + questions

Read the information provided

Save and/or share information

Find out more on this subject

Comments

Is this a safe place?

Is this good quality?

What are the terms and policies?

What do others think about it?

What is the product info?

Help!

## Home page

Home page is the first page a user will see on a website.

- Identity
- Navigation
- Timelessness, content focus
- Essential tools (i.e. search, directories)
- Themed and prioritized

*Note: Designers often design the home page last once they have implemented branding throughout the internal pages.*



## Home page: business goals

Promote new products and services

Provide routes to content (nav)

Display advertising

Display targeted information

Make a great first impression

Make it simple for people to complete tasks

Communicate the proposition and why its unique

Demonstrate that the site has been maintained

Giver users reasons to trust you

Support the fundamental task

Glve users a way of promoting you

## Home page: user tasks + questions

I know what I'm looking for, do you provide it?

I'm a returning customer, help!

Let me get in contact with you.

I'm lost, help!

Who are you and what do you do?

Do I trust this place?

I want to do something specific, just let me do it!

Show me the latest content.

Show me personalized content.

Show me what is popular.

## Splash page

They are a road block for users and also prevent your site from earning high search engine rankings due to being script heavy.

*Note: Avoid splash pages!*