

terminology

Naming conventions for websites and website components

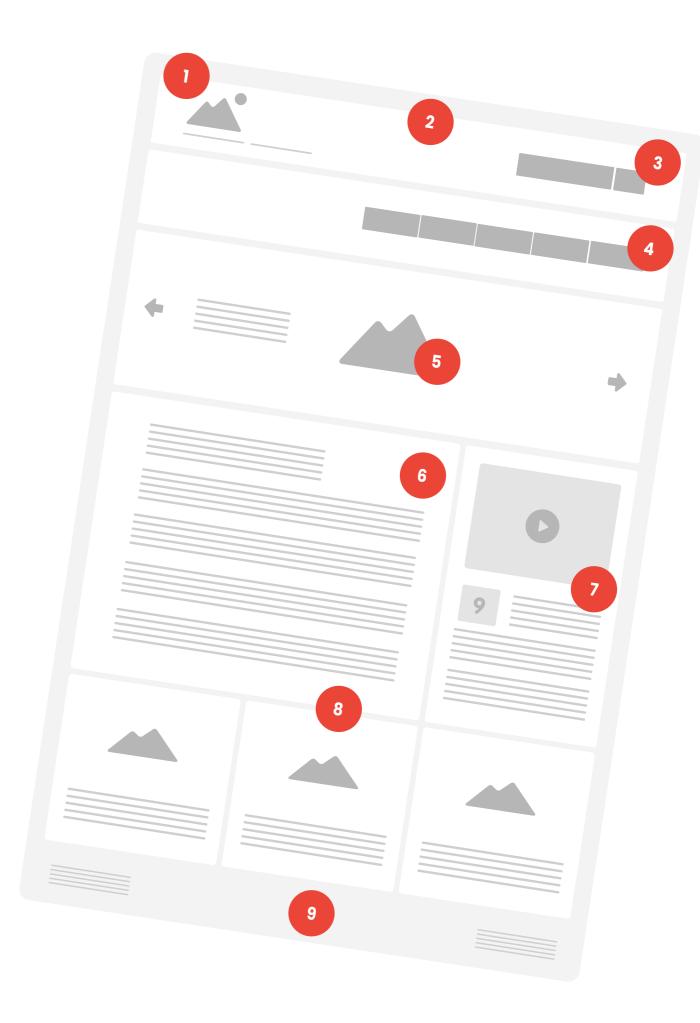


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Website developers often use technical language that can be slightly confusing, especially for those who do not create websites for a living. We hope that this short guide will clarify and perhaps demystify the terminology we will be using during the development of your website.

Typical homepage components

- 1. Logo and strap-line: The company logo is customarily aligned, top-left of each page. Sometimes a short line of text called a strap-line is also included.
- 2. The Masthead section. The masthead is positioned at the top of every page and contains the logo and other elements.
- 3. Search field. The website search field.
- 4. The top-level menu or primary navigation, presented either as a drop-down menu or non-drop-down menu.
- 5. Image or content slider. This component generally consists of a large, high-quality image and sometimes associated overlay text.
- 6. Primary content area. The main area of each page on a website.
- 7. Homepage Sidebar. The homepage sidebar usually contains news or event teasers, video, images, files, maps and related text.
- 8. Teaser Cards. A teaser card acts as a call to action. Teaser cards are often presented in a row or a grid and often hold images, text links and buttons.
- 9. The footer. The footer is the section at the bottom of every page. It holds links, social media icons and other small text.



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Sub-pages components and features

Sub-pages can be very simple, displaying only a few paragraphs of text or be very elaborate, presenting a range of multiple content types. Here we list some of the most common types of content frequently seen on sub-pages.

- 1. On sub-pages, the logo acts as a link back to the homepage.
- 2. The top-level menu or primary navigation is often colour coded, displaying text hover-effects and on-states to improve usability.
- 3. Breadcrumb navigation will show a user's path and current location on the site. The term refers to the Hansel and Gretel fairy tale in which the main characters create a trail of breadcrumbs leading back home.
- 4. Page feature image often positioned just above the primary content. The featured image may also have a short text caption.
- 5. Sub-page sidebar. The sub-page sidebar usually contains a sub-menu or sub-navigation. The sidebar may also include video, maps, images, files and other related text.
- 6. Sub-menu. A sub-menu can display second, third and fourth levels of navigation.
- 7. Primary content area. The main area of each page on a website.
- 8. Supporting image. A high-quality image within the primary content area that enhances page copy.
- 9. Audio Player.
- 10. Tabs. Clicking a tab reveals a specific body of copy.

Note: The Homepage and sub-pages will often share similar components.



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About Suspire Media

Suspire Media was established way back in 2002, with the primary aim of providing affordable, high quality, bespoke web design services to London based non-profit organisations, charities and small business. We continue to work primarily in the London area, however, we now also supply web design services to individuals & companies from all over the UK and beyond.

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We are based near Salisbury, Wiltshire. Only 1 hour 30 minutes from London, 70 minutes from Bristol and 45 minutes from Bath.