Technical Communication

WEBSITES, PART 2

Designing Effective Sites and Pages

- Aim for simplicity

- Make text easy to read and understand

- Create information headers, footers

- Help readers navigate the site

- Create clear, informative links

- Avoid web clichés

- Include extra features your readers might need

Aim for simplicity

- Use simple backgrounds

- Use conservative color combinations to increase text legibility

- Avoid decorative graphics

- Use thumbnail graphics

Make text easy to read and understand

- Keep the text short

- Chunk information

- Make the text as simple as possible

Create information headers/footers

- Headers and footer make your site easy to understand and navigate.

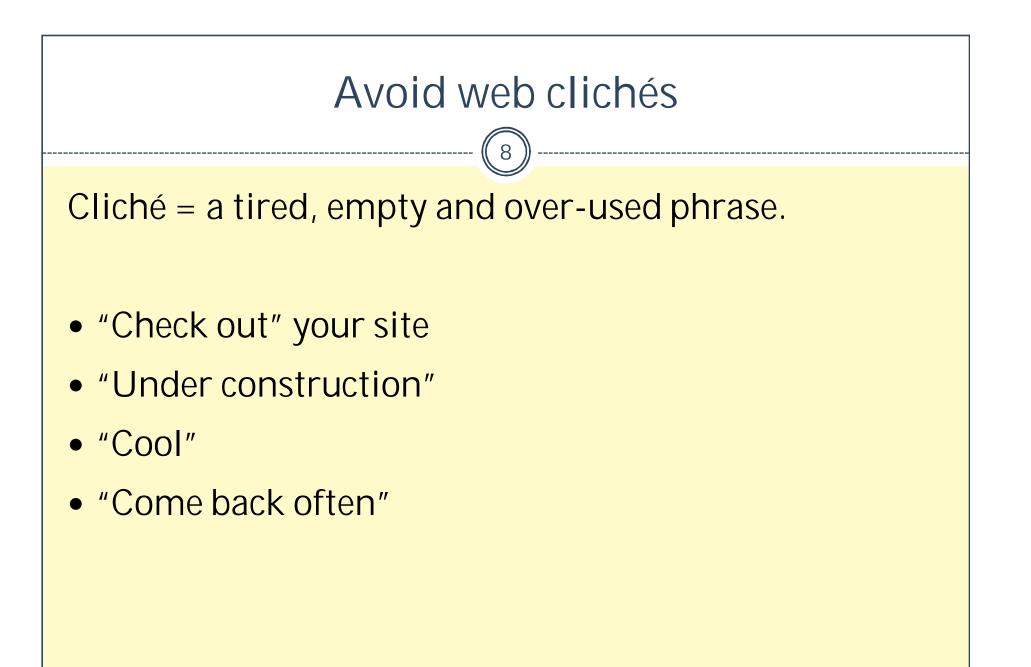 Dr. Soltanianzadeh, Dr. Rahmani

Help readers navigate the site

- Include a site map or index

- Long pages
  - Use a table of contents/menu for long pages
    - Ex: FAQ
  - "Back to top" link

- Include a link to the home page on EVERY page

- Include textual navigational links at the bottom of the page.

Create clear, informative links

- ## Awkward:
  - <u>Click here</u> to find my research page which includes several of my projects.

- ## Smooth:
  - <u>My research</u> page includes several of my projects.

- ## Uninformative:
  - See the <u>Writing Center.</u>

- ## Informative:
  - See the <u>Writing Center</u> for hours of operation.

Avoid web clichés

Cliché = a tired, empty and over-used phrase.

- "Check out" your site

- "Under construction"

- "Cool"

- "Come back often"

Include extra features your readers may need

- FAQ page

- A search page or engine.

- Resource links

- Printable version of your site

- Text-only version of your site