

# READING 5: WEBPAGE STRUCTURAL DESIGN

## 1.1 Structure

At the early stages of starting a webpage put the time into designing what information you want on your website; how it should be grouped; and how it should be linked to one another.

Let's look at the [www.budgetbobcats.com.au](http://www.budgetbobcats.com.au) example

It uses a fairly straightforward way of grouping and delivering content, with each page having a menu link on all pages:

Page	Content
Home	Summary of jobs and equipment
About us	Self employed – personal touch; range of jobs;
What We do (Services)	List of types of jobs
Equipment	New page to cover technical info on equipment
Clients	Past clients so they see the range of clients
Contact us	Email and phone contact details

This is a very effective and easy to maintain website structure and will suit when you have only a small range of information that you need to put on the web.

A more complex webpage may have pages that are grouped under the main page – and can either show these “subpages” under the main menu heading or simply be links off the page.

An example of how this might look structurally is shown below, with for example a second page available off About Us – that covers the Business Licence and insurance details that prospective customers may want.

Similarly there might be multiple pages off the Equipment page to look at the different types of equipment:

Home	About us	What we Do	Equipment	Clients	Contact us
	Licence		Auger Bit		
			Tip Truck		
			Forklift		

This type of structure still limits the main menu pages to a manageable number but allows more specific information. The groupings mean that webpage users are more likely to be able to find the information they need.

## **1.2 Home Page**

Your home page is the doorway to your website. Make it attractive enough to encourage visitors.

Ensure that it immediately communicates to visitors what you do and what they can get from your site.

Make the navigation to the next pages very easy to see and use.

## **1.3 About Us Page**

Most web visitors expect an About Us page. Treat it as a “must have” page.

They will probably only visit it on the first visit to your site, as they use this page to get a “feel” for who your organisation is (behind the web site).

The goal of your About Us page should be to create:

- credibility
- a personal connection
- confidence that you can (and do) deliver what you promise

Use it to brag about any specialist areas you operate in, and any awards or acknowledgements you have had.

If your business sells your personal service eg a natural therapist – then you must use your About Us page to create a personal connection. So tell a story about yourself so that potential clients feel that you have shared (appropriate) information about yourself with them.

## **1.4 Contact Us Page**

The Contact Us page is essential. Make sure visitors can find it quickly and easily. Your Contact Us page should have the following details:

- Legal Name
- Trading Name/s
- ACN / ABN
- Your address (this creates credibility that you really exist)
- Mailing address
- Phone numbers (as many people don't like email)
- Email address

There are two options for contact us pages:

- A contact Form to be completed
- A link to send an email

It is a common convention now to use “javascripts” to insert email addresses onto your webpage. This greatly reduces spam to that webpage. When we look at how to update your web site content we look at javascripts.