

# Web Page Design Usability

CIS 102

## *Web Page Design*

Nielsen J., Tahir M. (2002), New Rider Publishing

Continued

### *UI Widgets*-Drop down menu, selection list, text box...

- 69. Never use widgets for parts of the screen that you don't want people to click
- 70. Avoid using multiple text entry boxes on the homepage, especially in the upper part of the page where people tend to look for search feature
- 71. Use drop down menus sparingly, especially if the items in them are not self-explanatory

### *Window Titles*

- 72. Begin the window title with the information-carrying word—usually the company name
- 73. Don't include the top-level domain name, such as “.com” in the window title unless it is actually part of the company name, such as “Amazon.com.”
- 74. Don't include “homepage” in the title. This adds verbiage without value
- 75. Include a short description of the site in the window title
- 76. Limit window titles to no more than seven or eight words and fewer than 64 total characters

### *URLs*

- 77. Homepages for commercial websites should have the URL <http://www.company.com>, or equivalent for origin country or non-commercial to level domain
- 78. For any website that has an identity closely connected to a specific country other than the United States, use that country's top level domain
- 79. If available, register domain names for alternative spellings, abbreviations, or common misspellings of the site name
- 80. If you have alternative domain name spellings, choose one as the authorized version and redirect users to it from all the other spellings

### *News and Press Releases*

- 81. Headlines should be succinct, yet descriptive, to give maximum information in as few words as possible

82. Write and edit specific summaries for press releases and news stories that you feature on your homepage
83. Link headlines, rather than the deck, to the full news story
84. As long as all news stories on the homepage occurred within the week, there's no need to list the date and time in the deck of each story, unless it is truly a breaking news item that has frequent updates

### ***Popup Windows and Staging Pages***

85. Take users to your "real" homepage when they type your main URL or click a link to your site
86. Avoid popup windows
87. Don't use routing pages for users to choose their geographical location unless you have versions of your site in many different languages, with no single dominant language

### ***Advertising***

88. Keep ads for outside companies on the periphery of the page
89. Keep external ads as small and discreet as possible relative to your core homepage content
90. If you place ads outside the standard banner area at the top of the page, label them as advertising so that users don't confuse them with your site's content
91. Avoid using ad conventions to showcase regular features of the site.
92. Don't literally welcome users to your site. Before you give up prime homepage real estate to a salutation consider using it for a tag line instead.