

New Media Production

- Templates & Site Management
- Usability
- Search engines and meta tags

Templates

Advantages of using templates:

- 1) Creating new pages is much faster and efficient with the use of templates
- 2) Site maintenance and new designs can be rolled out across a site with search & replace / CSS changes
- 3) Can browser test the template and debug the html THEN roll it out across the site. Will help minimize errors.

Headers and Footers

- Consider chunks of information and markup
- Header: Logo, site navigation etc..
- Footer: copyright, contact us, navigation
- Comment your markup often! (it is easy to forget details months later)

Screen Real Estate

- Page should be dominated by content of interest to the user
- Navigation space should be minimized
- Use white space to organize information
- Be aware of the content “above the fold” The visible information in a browser window without needing to scroll down. (Dependent on the monitor resolution)

Link Descriptions

- Avoid using the words “Click Here”. Only mouse using viewers actually click. (disabled users, or a touch screen do not click)
- “Click” and “Here” are not information carrying.
- Example: For more info click here.
- Example: More info on the care and feeding of dogs.

Writing for the Web

- Be succinct.
- Write for viewer to scan content.
- Use hypertext to split up long information into multiple pages.
- “Above the Fold” - Consider what information can be read without scrolling down the page.

Meta Tags

Meta information is information about other information.
Meta tags are placed in the Head of the HTML document.

```
<meta name="author" content="" />
```

```
<meta name="keywords" content="" />
```

```
<meta name="description" content="" />
```

```
<meta name="ROBOTS" content="NOINDEX,  
NOFOLLOW" />
```

```
<meta http-equiv="Content-Type" content="text/html;  
charset=UTF-8" />
```

```
<meta http-equiv="refresh" content="5;  
URL=http://" />
```

Search Engines

- Search engines “spider” web sites to index some of the web for search results
- A “spider” is a program that will follow links and index the results. Googles spider (Googlebot), will follow links and the more sites that link to you, in theory the higher your page ranking.

Robots.txt

Plain text file:

<http://www.mydomain.com/robots.txt>

User-agent: *

Disallow: /cyberworld/map/

Disallow: /info/

Disallow: /foo.html

example comment to allow NO bots

User-agent: *

Disallow: /

Best Practices

- Jakob Nielsen, <http://www.useit.com/>
- Jakob Nielsen, *Designing Web Usability: The Practice of Simplicity*, New Riders Publishing
- He looks at Usability from an engineering perspective, developing guidelines based on users completing tasks, and finding information, rather than from a Graphic Design perspective.