

# ANATOMY OF A WEBSITE

*by Sarah Julinsson*

THE WEBSITE *Doula*

This guide was created as a supportive resource for my website design clients. As always, I am here as a support for your business and technical needs. Simply email me at [info@thewebstedoula.com](mailto:info@thewebstedoula.com). Remember to also check out related video tutorials on my client resource page!

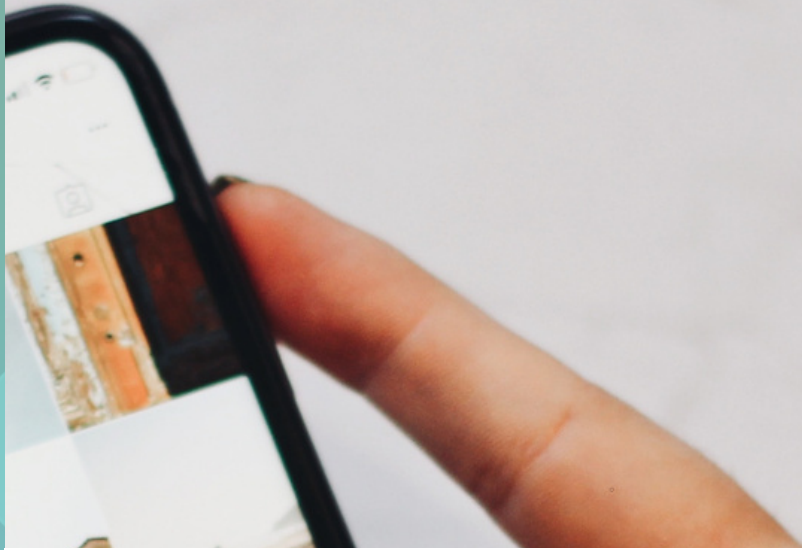
# WHY I CREATED THIS GUIDE

Learning all the different parts of your website, what they are used for, and how you can best use them can feel very confusing.

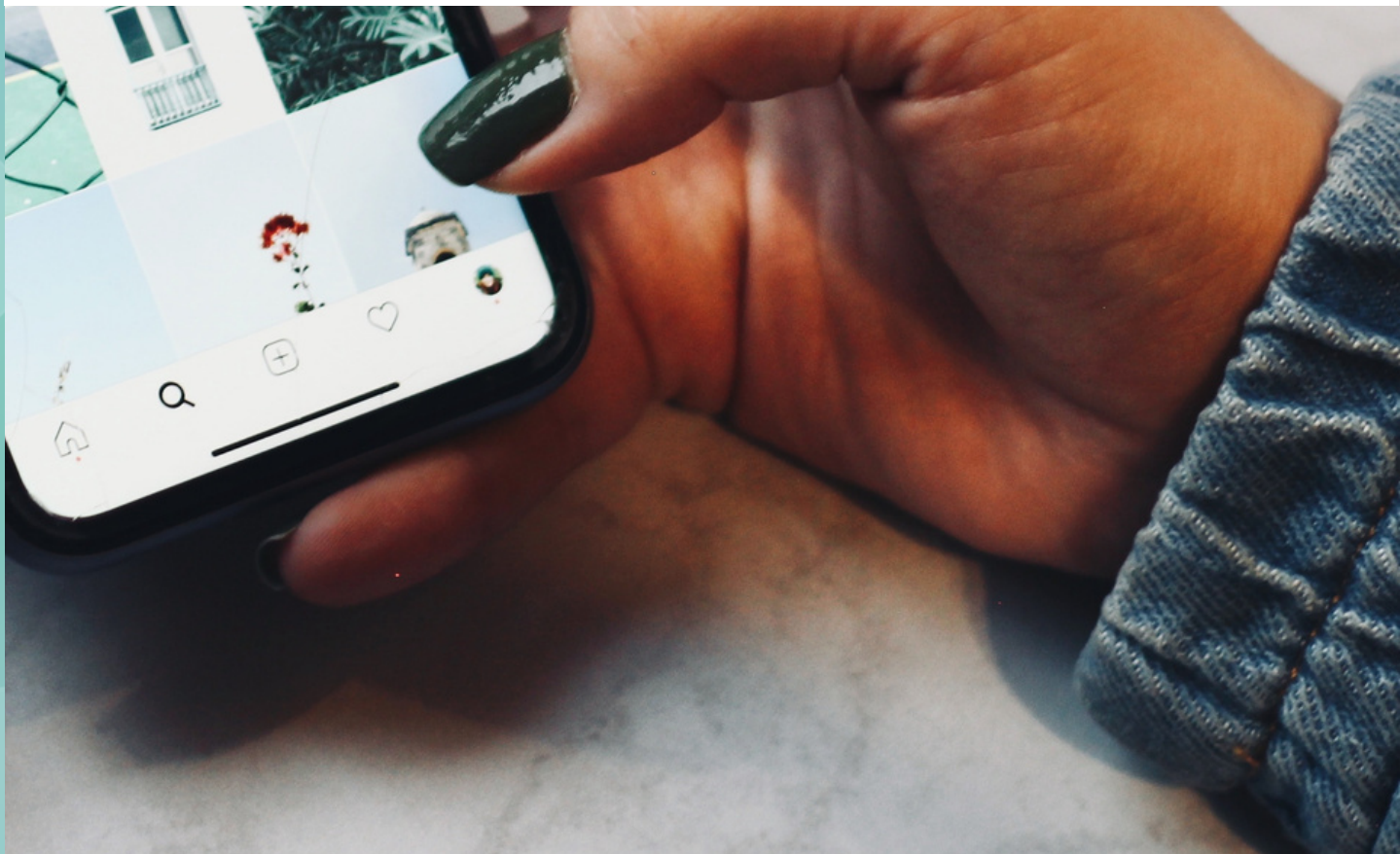
While I do my best to avoid too much technical jargon, it's really helpful if we both know what I'm talking about when I refer to various elements of your website.

**When you are done reading this guide, you will have a better understanding of the parts that come together to create your successful website.**





## RESPONSIVE DESIGN 101



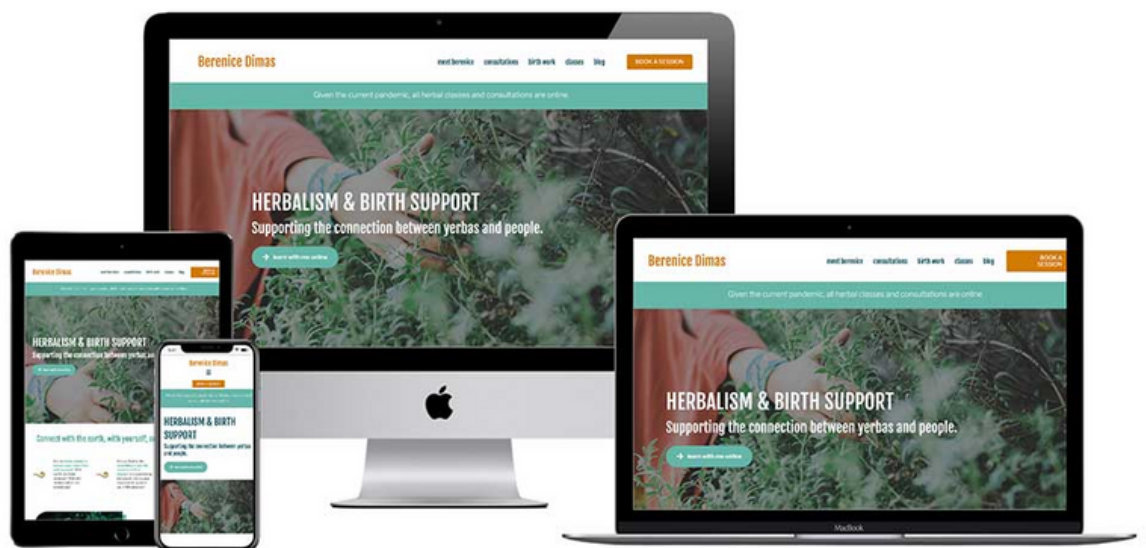
# WHY RESPONSIVE DESIGN?

Several years ago responsive design became the norm. This means that your website will constantly adjust the formatting based on the size of the browser window. Consumers today expect to be able to browse the internet as easily on a mobile device as they can on a desktop computer.

A non-responsive website still works on all devices, it just gets shrunk down tiny, so users must “pinch and zoom” to read the content, click a menu link, or scroll left or right when zoomed in to access the sidebars, etc. Generally these types of sites are losing site visitors within seconds of arriving.

As we plan your website I am always designing for mobile first in my mind, since that is how most site visitors will first see your content. While the first draft of your site will be on larger screens, I am always thinking about mobile!

**Responsive web design won't perfectly solve user experience issues on every device available, but it will improve it on as many as possible.**





# THE HEADER: YOUR FIRST IMPRESSION



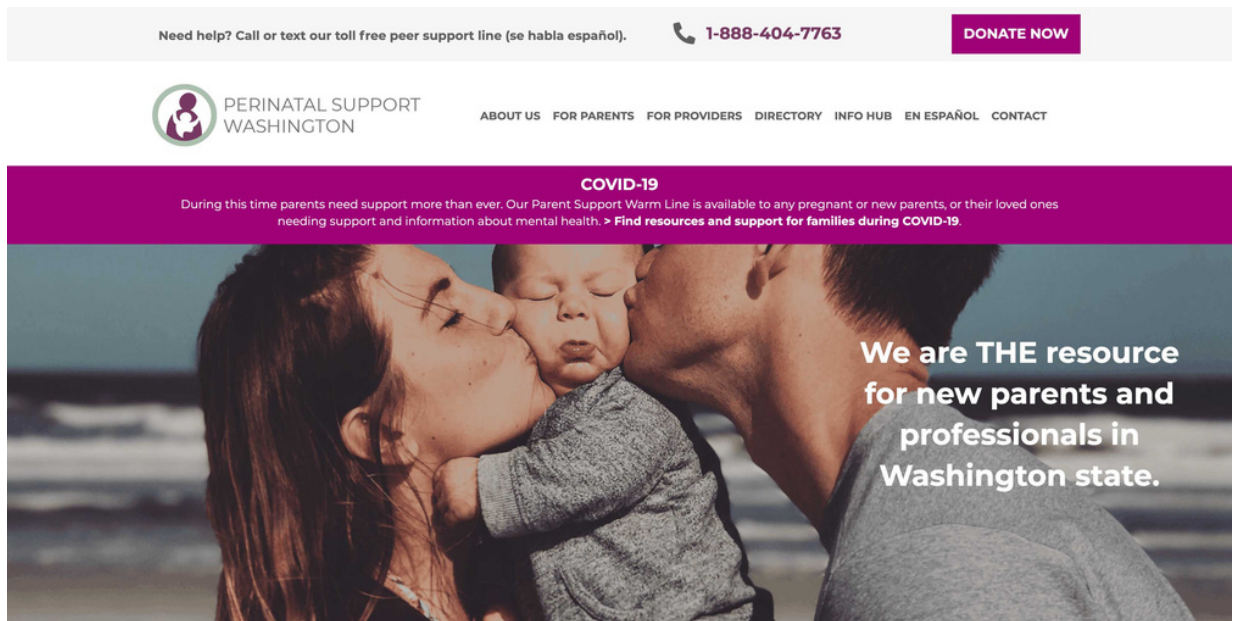
# THE HEADER

The header runs across the top of the page and appears on every page of your website, except on sales or landing page templates that have it removed. The purpose of your website header is to make your site instantly recognizable (brand) and easily navigable.

A website header takes up valuable real estate at the top of the page / browser window so we want to keep it relatively simple., generally just logo & menu, and sometimes a short tagline.

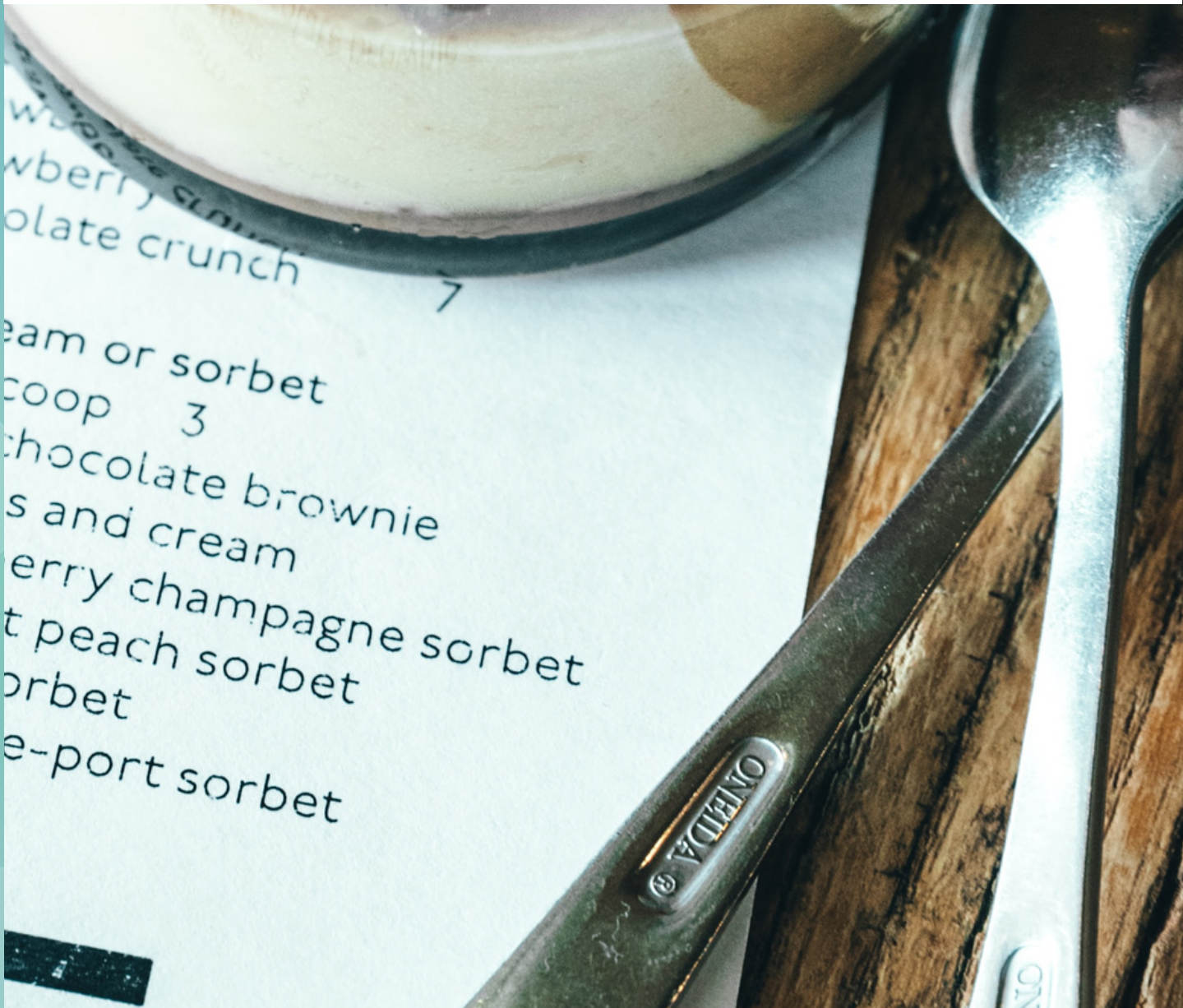
There are situations, however, when a bit more can be effective. During the COVID-19 pandemic many practitioners have chosen to have COVID announcements about their virtual services right at the top, while others have used a pop up tool for this purpose.

As well, some websites have a top bar that includes content such as social media icons, phone # or email, or a button with a key action such as DONATE NOW. Others use this to feature upcoming events or special offers, and activate & deactivate it as needed.





## THE MENU: YOUR SITE NAVIGATION



# MENU / NAVIGATION

At the most basic level, your website menu is just a collection or list of links. Each link in a menu is called a menu item. Some menu items may have secondary menu items or sub-menu items displayed in a drop down menu. Note it is standard practice these days to NOT include Home as a link in the menu. Your logo will link back to your home page.

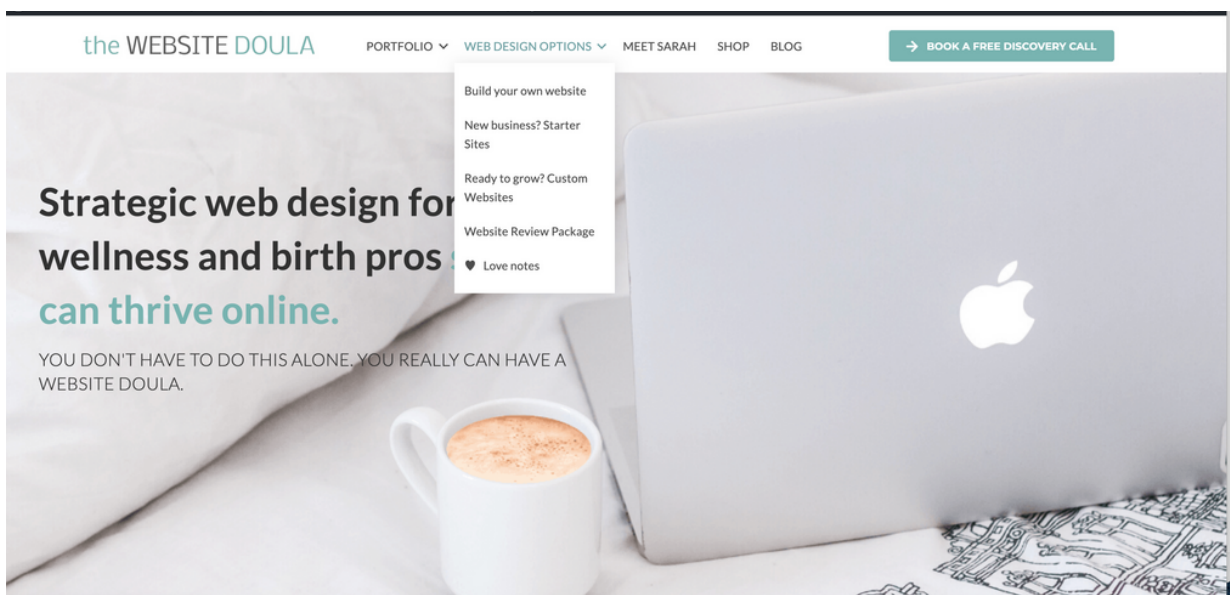
## YOUR MAIN MENU

A simple navigation is always better. We don't want people to have to click too many times to find what they are looking for. It is helpful to include elements such as FAQ and Testimonials on the actual service page(s) instead of creating separate pages for them.

## WHAT ABOUT A SUBMENU?

Also called a drop-down menu, this allows those of you with multiple services to provide direct links. In this scenario you might have a WORK WITH ME menu title that leads to a dropdown listing each of your service pages.

In this example the actual WORK WITH ME link can either link to your primary service page, or it can be an overview page with an introduction to your services and links to each.



# MENU / NAVIGATION

## CATEGORY MENU EXAMPLE:

if you have a number of services and don't want them all in a single dropdown under a WORK WITH ME or SERVICES link, you could consider using a category style menu. In this scenario, services are grouped by theme with dropdowns below each.



ABOUT US BEFORE BABY NEW FAMILY CONSULTING BLOG CONTACT

## OTHER WAYS TO USE YOUR MENU

You may not have noticed, but menus can be found other places on the site as well! For clients with a LOT of content, sometimes we create submenus on actual pages.

For example, on an ABOUT US page, you could add a side menu of links to interviews, features, and videos.

In your footer, we often display a menu of links to individual service pages (this can be good for SEO as well).



## HERO IMAGES: CREATING VISUAL IMPACT



# HERO IMAGES

A popular design choice for websites today, hero image is the term we use to describe a full width photo at the top of the website with logo & menu overlaid, or just above. There might also be a short statement and a button or two.

**Don't try to cram too much stuff in the image – the more you include, the less valuable it is.** Your header is primarily for branding and brand recognition, and it should be primarily visual. You don't need to include your business name, and your name, and your title, and a tagline, and a mission statement or a marketing message, and, and, and... **Keep it simple!!!**





## THE FOOTER: YOUR FOUNDATION

# THE FOOTER

A footer is a consistent bar across the bottom of every page on your site. The content and design, however, vary widely. We have come to expect, as we cruise the internet, that we can always find key information in the footer.

Typically these sections are set apart from the rest of the content, in a color area, or separated with a line or divider of some type. We could use a single column footer, or 2, 3 or even 4 columns of content. Remember the footer should contain important content, but also have the lowest visual priority of the page.

Everyone likes the idea of footer widgets because they provide another way to access your most important content, and an opportunity to add keyword-rich internal links to your service pages

## **FOOTER CONTENT IDEAS:**


- Contact information and social media icons
- List of towns / service area
- Menu of links to service pages and list of specialties
- Community involvement (boards, awards...)
- Statement of Inclusivity
- Short testimonial and link to testimonials page
- Upcoming event promo and link to event page
- Recent blog post(s)
- Promo and link to services page
- Affiliate ad or promo
- Favorite quote graphic
- Mission statement
- Instagram feed

# FOOTER EXAMPLES:

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Serving Fayetteville, Southern Pines, Fort Bragg & area in North Carolina

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### IN THE NEWS



★ ★ ★ ★ ★  
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### WELCOME

At Bini we celebrate diversity. We believe in building a culture that praises our different backgrounds and sees this as a point of strength to foster growth and inclusivity. We welcome individuality, different backgrounds and points of view. We are building an inclusive culture that encourages and supports the unique voices of everyone who walks through our doors. We value difference and believe it brings us close to our customers and the communities we serve.

### OFFERINGS

- Childbirth Classes
- Breastfeeding Basics
- Baby Care 101
- Doula Training
- Breastfeeding for Doulas
- Become a Childbirth Educator
- Community

doulaligia@hotmail.com  
586 343 7904

[f](#) [@](#)

Serving Macomb, Rochester, Troy, Shelby Township, Detroit Metro Area.

LIGIA ABDALA  
DOULA

Name / Nome  Last Name / Sobrenome

Email  Phone / Telefone

How can I help you? / Como posso ajudar?

SUBMIT

### WANT TO WORK WITH ME?

Services available remotely (virtual and live) for parents and professionals worldwide, including speaking engagements, podcasts, individual and group workshops.

In-person classes and mentoring available in the greater Los Angeles area including: Pasadena, Santa Monica, Woodland Hills, Pacific Palisades, Glendale, Burbank, Venice, Echo Park, Encino, and their surrounding areas.

> CONTACT ME TO EXPLORE YOUR OPTIONS...


BOOK A PRIVATE SESSION

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## YOUR WEBSITE DICTIONARY

# YOUR WEBSITE DICTIONARY

You'll likely hear me using some words you don't recognize as we move through your website design project. No clue what I'm talking about? While I do try to limit my techno-jargon with y'all, these definitions should help!

**BROWSER:** The software you use to view web pages, such as Google Chrome, Safari, and Firefox. Since each one is different, websites, pages, fonts, and colors can vary in appearance depending on what browser is used.

**CONFIRMATION PAGE:** A confirmation page is helpful if you use a double opt-in form for a newsletter subscription. The confirmation page thanks visitors for giving you their name and email, but lets them know that to complete the sign up, they must check their email and click a link to verify their email address and confirm they want to sign up.

**DASHBOARD:** In WordPress, the Dashboard is the main admin screen for the site you see when you login. It is the central location of the WordPress admin area where you can access all areas of your WordPress site. Don't worry, I'll be showing you how to navigate your dashboard!

**DOMAIN:** Your domain name is the name of your website. It's what people type into the address bar of a web browser when they want to go to your website.

**DOMAIN REGISTRAR:** This is the company where you purchased your domain name. This may or may not be the same company as your website host. If you don't have a domain yet, I'll guide you through this process.

**GRAVATAR:** A gravatar is a graphic image or photo that is tied to your email address, so it shows up automatically on other websites and blogs when you leave a comment with your email address. Gravatars are also used in WordPress in author bio boxes and user profiles.

# YOUR WEBSITE DICTIONARY

**HEXIDECIMAL:** Did you know that every color has a code? For example, the hexadecimal equivalent for the color white is #FFFFFF, while black is #000000. When you choose your colors, I will be finding the code for each. You can then use these codes when you are having business cards designed or creating social media images.

**MEDIA LIBRARY:** The media library is where all of your media (images, audios, videos, PDFs, documents, etc.) are stored in WordPress.

**PAGE:** A page is typically used to present general, static information and traditional-style website content. Common pages include: Services, Products, Programs, Portfolio, Speaking, Media, About, Testimonials, Contact, etc...

**PERMALINK:** A permalink is a permanent URL for a page or post, or even a piece of content such as <https://thewebstedoula.com/custom-websites>. Simple permalinks are easier for people to read and use, and they help with SEO too!

**PLUGIN:** A plugin is an outside tool that gets added to your website to add extra functionality and features.

**POST:** Posts are featured in the blog section of your website. They are organized with categories and tags, and can include social sharing icons, and the ability for visitors to leave comments.

**SEARCH ENGINE OPTIMIZATION (SEO):** Search engine optimization is the collection of steps we take to get a website found and indexed by search engines. Our goal is to gain natural, free, and organic traffic to a site.

# YOUR WEBSITE DICTIONARY

**FAVICON:** A tiny, simple image that is found on the website browser tab when someone visits your site.

**THANK YOU PAGE:** The destination page a visitor is taken to after completing a conversion action on your website. For example, after filling out your Contact page contact form, after opting-in for your email newsletter or free offer, or after filling out a free strategy session web form. The Thank You page is where you deliver on the action take by the visitor and set expectations for what happens next.

**WEBSITE HOST:** For most of you this will be my favorite host: Websavers. They provide the space where your website and all associated files, software, and applications are stored online. When you purchase website hosting, you are in reality purchasing a small space on the internet. Don't worry, I will guide you through this step.

*Now you can casually use terms like favicon in conversation and impress the techy people in your life!*



I hope this helped you make sense of the different aspects of your web design. As always, don't hesitate to reach out with questions!

- Sarah Julinsson

THE WEBSITE DOULA

