

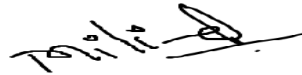
**Subject:- Web Designing & Internet Applications**

**e-Content-L5: Navigation Bar**

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## Navigation bar

A **navigation bar** (or **navigation** system) is a section of a graphical user interface intended to aid visitors in accessing information. **Navigation bars** are implemented in file browsers, **web** browsers and as a design element of some **web** sites. A nav bar can be considered the navigational “anchor” of your web design. It’s a crucial part of web page, but it’s also an influential design element that contributes to time spent on-site, bounce rates, and conversions. This means that without a quality nav bar, your website build will be incomplete. The Must-Have Components of a Quality Nav Bar. **Navigation design** is the discipline of creating, analyzing and implementing ways for users to **navigate** through a website or app. **Navigation** plays an integral role in how users interact with and use your products. It is how your user can get from point A to point B and even point C in the least frustrating way possible

First and foremost, your nav bar isn’t the place to get fancy. More so than many on-site elements, your nav bar should stick closer to traditional web design conventions and stay consistent with what users have come to expect.

Every good nav bar should be designed with the following elements in mind:

- **Simple**

It should be simple and clear, with text that’s easy to read.

- **Brief**

Real estate is at a premium in your nav bar. Keep text brief; e.g. “Contact Us” instead of “Click To Contact Us” or “Blog” instead of “Read Our Blog.”

- **Consistent**

As the “anchor” of your navigation, the nav bar should be consistent across all pages.

- **Noticeable**

Simple doesn’t mean boring. The nav bar should pop and catch the eye; feel free to use contrast, color schemes, and other visual tricks to highlight the clickable elements.

- **Helpful**

Most importantly, your nav bar should answer questions—not create them.

