

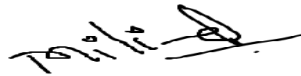
Subject:- Web Designing & Internet Applications

e-Content-L8: Home Page

SIR CHHOTU RAM INSTITUTE OF ENGINEERING AND TECHNOLOGY
CH.CHARAN SINGH UNIVERSITY MEERUT
Self Declaration

“ It is hereby declared that E-Content submitted herewith, related to B.Tech 3rd Sem AG , Subject:- Web Designing and Internet Applications ,”**L-8, Home Page**” are meant for academic purposes and for enhancing the teaching and learning. Any other use for economic/commercial purpose is strictly prohibited. The users of the content shall not distribute, disseminate or share it with anyone and its use is restricted to the advancement of individual knowledge. The content being related to teaching & learning of under graduate courses are prepared with the help of existing literature available in different forms through offline and online portals. The content of the course are authentic and best of my knowledge.”

Compiled by



(Milind)

Dept. of Computer Sci. Engg
SCRIET,C.C.S University, Meerut
Mob:9410031124
Email-milindccsu@yahoo.com

Home Page-

Effective **home page layout** is all about making your website easy to use and navigate. It allows you to steer your visitors' focus to things you want them to pay extra attention to. Let's get started on what to include in an effective **home page**, and we'll dive into some specific examples and **layouts**.

How to structure your website

1. Start with a bold image, title and logo. The top of your **website** is like a book cover. ...
2. Highlight the main product, service or point of interest of your site. ...
3. The next level of your **homepage** entices the visitor to take action. ...
4. Provide a summary of any other vital content on your site.

8 Key Features Your Homepage Should Include

- Please allow Social Media / Sharing Cookies to access this content.
- Logo: Your logo should be visible at the top of your **website**. ...
- Navigation: Straightforward and intuitive navigation is another vital feature your **website** should include in the header. ...
- Headline: ...
- Call to Action: ...
- Social Proof: ...
- Photos: ...
- Text Content:

Here's a handy checklist of things to include on your own homepage to improve it and boost conversions.

1. Write a strong and clear headline. ...
2. Don't confuse your users. ...
3. Add a direct and big button for the offer. ...
4. Use contrasting colors. ...
5. Keep the offer above the fold.

What makes good homepage?

There are many important components of effective web design, like white space, font selection, color schemes, and layout, but the core of a **website** is its content, not its design. Within a matter of seconds, your **homepage** needs to introduce your product or service and entice visitors to explore your site further.

How do I create a homepage?

Choose your homepage

1. On your **Android** phone or tablet, open the Chrome app .

2. At the top right, tap More. Settings.
3. Under "Advanced," tap **Homepage**.
4. Choose Chrome's **homepage** or a custom page.

The Four Basic Design Principles

Effective design centre on four basic principles: contrast, repetition, alignment and proximity. These appear in every design.

This article provides a brief overview of the basic principles discussed in this series. Although the companion articles explore each principle separately, they are all interconnected. Design projects rarely apply one principle.

- **Contrast**

When a design uses several elements (e.g., type, colour, size, line, shape, thickness), the goal is to make each one distinct. When elements look too similar, none stand out (left). Contrast allows designers to assign characteristics that set elements apart from each other. The dissimilarity, or contrast, piques people's interest and draws them in (right). This is the reason contrast is often considered the most important design principle.

- **Repetition**

Repetition helps designers establish relationships, develop organization and strengthen unity.

As this Asian-inspired motif illustrates, any number of elements can be repeated, including

- sizes
- fonts
- shapes
- colours
- textures
- line thicknesses
- graphic concepts
- spatial relationship

- **Alignment**

Skilled designers never place anything arbitrarily. All elements should relate to all others in some way. Alignment creates a clean, sophisticated look. In some cases, it can also suggest information hierarchy. Elements out of alignment can be jarring, as with the windows in the bottom row.

- **Proximity**

When items are grouped or appear close together, they become a single visual unit, rather than several separate entities. Proximity helps organize information, reduces clutter and gives people a clear structure. When looking at this photo of a stained glass window, do you see a series of disjointed shapes, or do you see a series of concentric circles?

6.