

DESIGN TIP **A**

Write descriptive page titles for search visitors.

DESIGN TIP **C**

Make your site's purpose clear to visitors with a concise tagline.

DESIGN TIP **M P**

Use headers to break up copy. Use header tags (<H1>, etc.) to improve SEO.

DESIGN TIP **R S**

Make content sharing easy with email & social media links.

A HTML Page Title - Our Company

B **C** Company Tagline

D Welcome Back, Visitor! [Profile](#) | [Your Cart](#)

E **F** Search

G [About](#) **H** [Contact](#) **I** Active **J** Inactive

K [Menu Item](#)

L [Home](#) > [2 Levels Up](#) > [1 Level Up](#) > This Page

M **Main Header**

N Copy goes here. Try to make copy descriptive. Write for your audience, not for yourself.

O

P **Section Header #1**
Be concise. No one cares how much you can leverage your synergies.

Q **Action Item**

R [Email a Friend](#)

S

T **Related Items**
[Related Link #1](#)
[Related Link #2](#)

U [Footer Link](#) | [Footer Link](#) | [Privacy Policy](#) | [Site Map](#) | [Subscribe](#) **X**

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DESIGN TIP **D E**

Use personalized content to drive return visits & customer loyalty.

DESIGN TIP **L**

Create a virtual breadcrumb trail to show visitors where they are.

DESIGN TIP **T**

Link to related pages & products to boost usability and help SEO.

DESIGN TIP **Y**

Make contact information easy to find. Use text to get picked up by local search.

A HTML <TITLE> tag

B Company logo

C Company tagline

D Personalized content

E Shopping cart link

F Internal search

G Link to About page

H Link to Contact page

I Active navigation tab

J Inactive tab

K Navigation menu

L Breadcrumb trail links

M Primary header

N Main body copy

O Product photo

P Secondary headers

Q Call to action

R Email this page link

S Social media links

T Related internal links

U Footer links

V Privacy policy link

W Site map link

X RSS feed link

Y Contact information