

Best Practices for Site Design

CS518

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Layout

- Consistent header, logo, navigation
- Clear logo/title/site name
- Consistent footer with contact info
- Header and navigation = $\sim 0.10-0.25$ of viewport real-estate
- Sitemap, help, error boxes...

Compatibility

- Visible with varying screen sizes
- All major browsers
 - Mozilla, Safari, IE, etc.
- Captions/alt text
- Structured language for machines, natural language for humans
 - Error codes and messages, paired!

Performance

- Dereferencing the URI completes in <4 seconds
- All graphics serve a purpose
- Images not significantly scaled
- Indicate progress

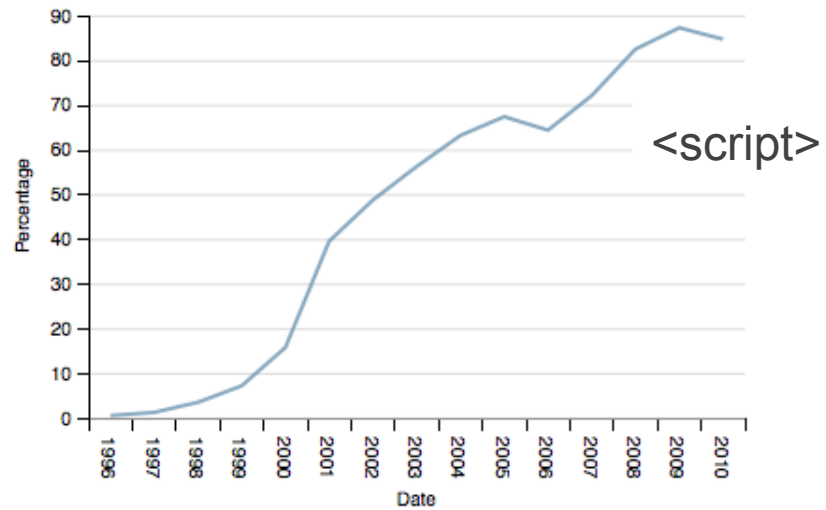
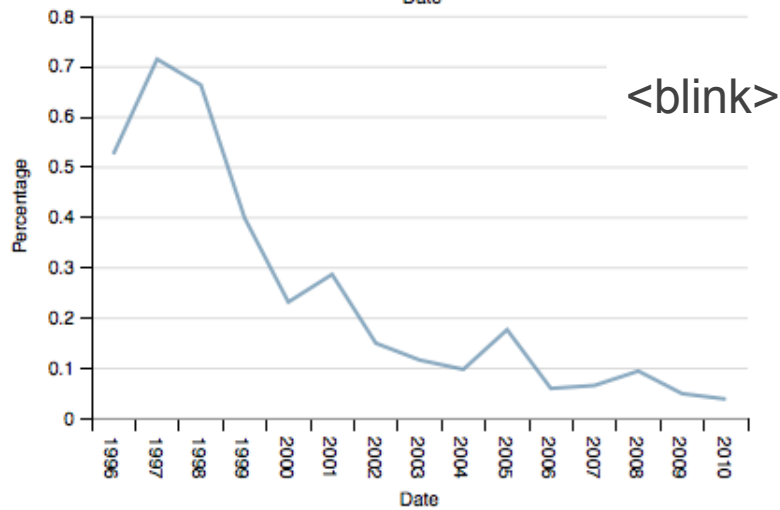
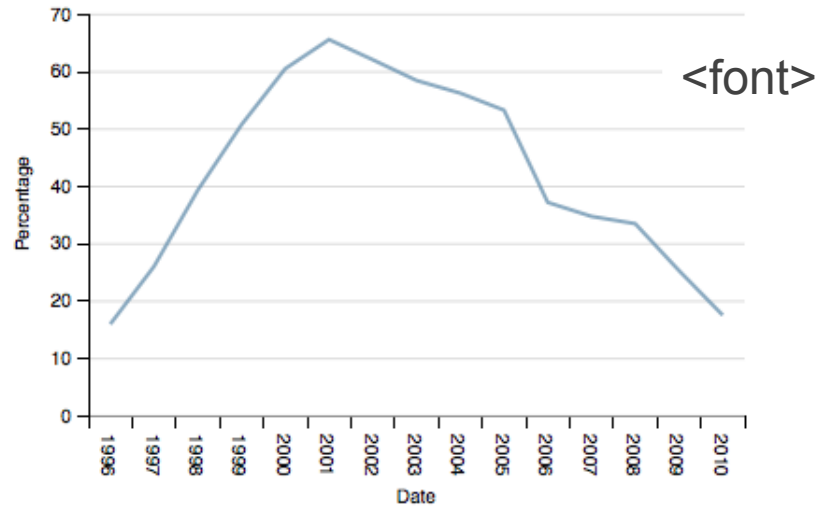
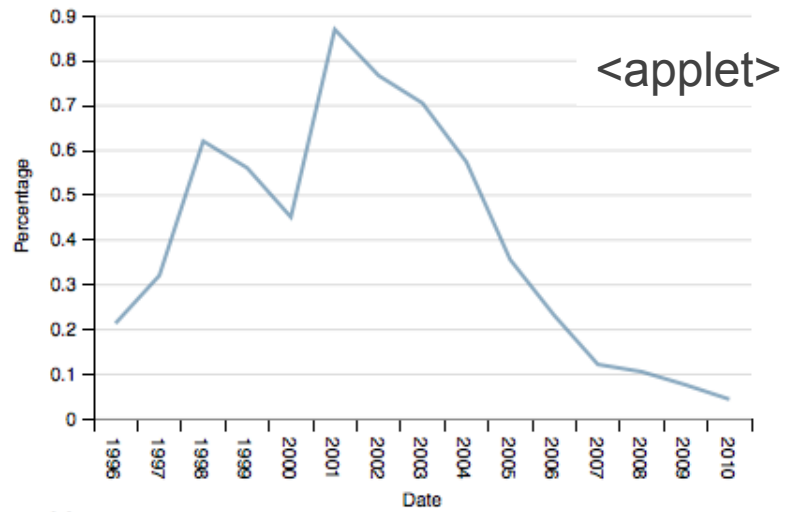
Appearance

- Consistent/purposeful fonts
- Clearly indicate hyperlinks
- Sort long lists
- Highlight action areas/errors

Colors

- Consider black&white printing
 - ColorBrewer2.org
- Consistent color schemes
 - Same functions have same colors
- ~~<blink>~~
-

Andy Jackson (@anjacks0n)



Navigation

- Use breadcrumbs/pagination
- Use fragment IDs
- Make use of back button/cancel button
- Minimize number of clicks to reach a page
- Navigation menus can be grouped
- Cool URIs (looking at you, Amazon)

Organization

- RESTful, preferably
- Directory structure, file names, etc.
- Logical flow
 - Where would you want it to be?

Code

- Use validators
- Use git!
 - Rollbacks
 - Recovery
 - Issue tracking...
- Comment
 - Just enough, not more (i.e., things that are confusing)
- Grouping, functions, common naming/camelCase
- Logically group functions, application/logic/infrastructure, use MVC...

Back-end stuff

- Storage that makes sense
 - Files when necessary
 - SQL when necessary
 - Key-value vs array when appropriate
- Improve markup and metadata for SEO and discoverability

No-brainers

- Hyperlinks
- Forms
- JavaScript
- Errors

- ALL SHOULD WORK!
- No typos