# terminology

**Naming conventions for websites and website components**

# homepage
# terminology

Website developers often use technical language that can be slightly confusing, especially for those who do not create websites for a living. We hope that this short guide will clarify and perhaps demystify the terminology we will be using during the development of your website.

## Typical homepage components

1.  Logo and strap-line: The company logo is customarily aligned, top-left of each page. Sometimes a short line of text called a strap-line is also included.

2.  The Masthead section. The masthead is positioned at the top of every page and contains the logo and other elements.

3.  Search field. The website search field.

4.  The top-level menu or primary navigation, presented either as a drop-down menu or non-drop-down menu.

5.  Image or content slider. This component generally consists of a large, high-quality image and sometimes associated overlay text.

6.  Primary content area. The main area of each page on a website.

7.  Homepage Sidebar. The homepage sidebar usually contains news or event teasers, video, images, files, maps and related text.

8.  Teaser Cards. A teaser card acts as a call to action. Teaser cards are often presented in a row or a grid and often hold images, text links and buttons.

9.  The footer. The footer is the section at the bottom of every page. It holds links, social media icons and other small text.

# sub-pages
# terminology

## Sub-pages components and features

Sub-pages can be very simple, displaying only a few paragraphs of text or be very elaborate, presenting a range of multiple content types. Here we list some of the most common types of content frequently seen on sub-pages.

1. On sub-pages, the logo acts as a link back to the homepage.

2. The top-level menu or primary navigation is often colour coded, displaying text hover-effects and on-states to improve usability.

3. Breadcrumb navigation will show a user's path and current location on the site. The term refers to the Hansel and Gretel fairy tale in which the main characters create a trail of breadcrumbs leading back home.

4. Page feature image - often positioned just above the primary content. The featured image may also have a short text caption.

5. Sub-page sidebar. The sub-page sidebar usually contains a sub-menu or sub-navigation. The sidebar may also include video, maps, images, files and other related text.

6. Sub-menu. A sub-menu can display second, third and fourth levels of navigation.

7. Primary content area. The main area of each page on a website.

8. Supporting image. A high-quality image within the primary content area that enhances page copy.

9. Audio Player.

10. Tabs. Clicking a tab reveals a specific body of copy.

Note: The Homepage and sub-pages will often share similar components.

# about

### About Suspire Media

Suspire Media was established way back in 2002, with the primary aim of providing affordable, high quality, bespoke web design services to London based non-profit organisations, charities and small business. We continue to work primarily in the London area, however, we now also supply web design services to individuals & companies from all over the UK and beyond.

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We are based near Salisbury, Wiltshire. Only 1 hour 30 minutes from London, 70 minutes from Bristol and 45 minutes from Bath.