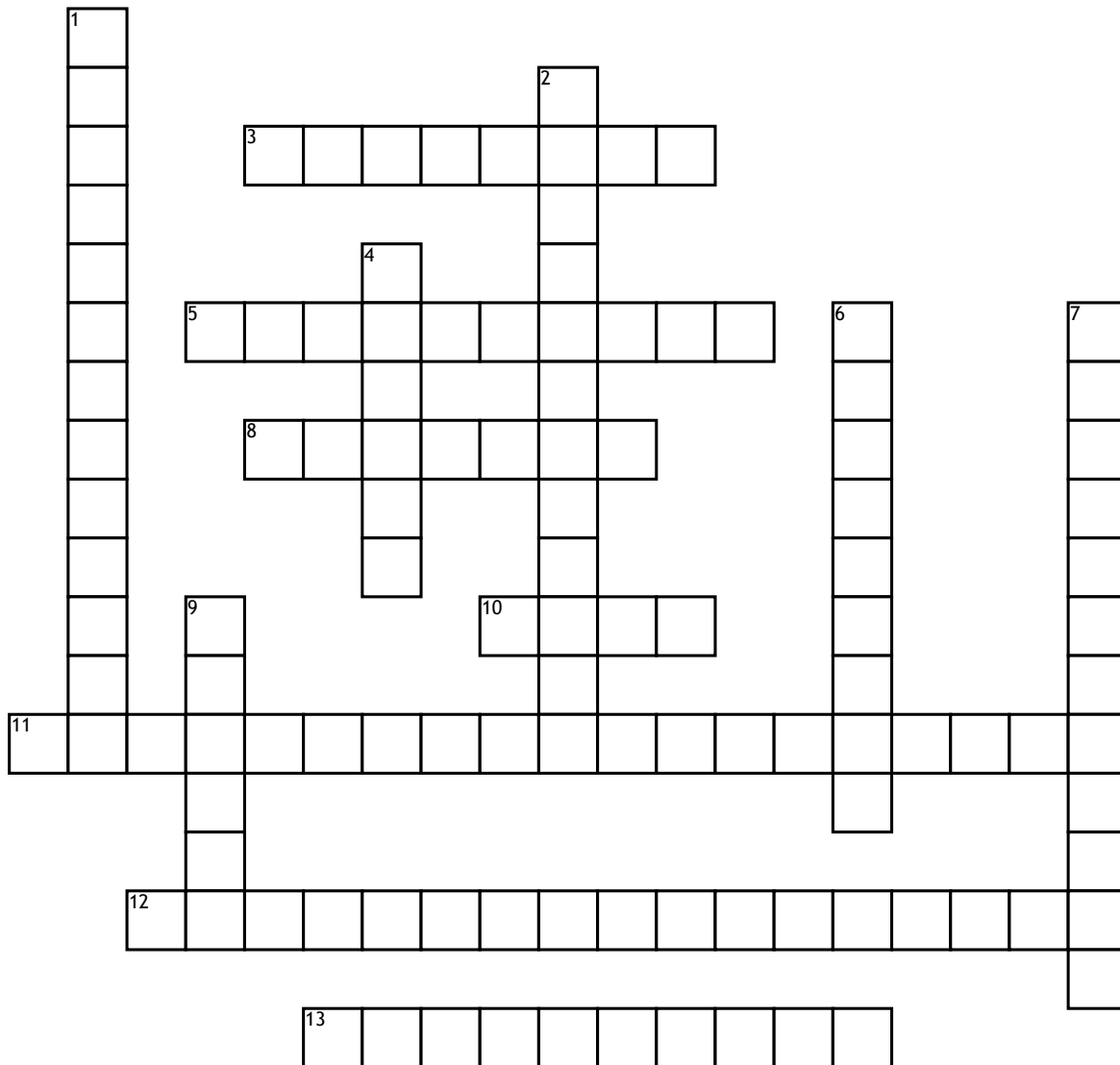


WEB DESIGN VOCABULARY



Across

- 3.** the cover to your website, its usually the most unique page and first impression of your site
- 5.** the slight animation that is triggered when a user rolls their cursor over a link
- 8.** space on the side of the page used to house additional navigation items, calls to action or highlighted content
- 10.** allowing users to get from one web page to another, they have hover states and can be text or images

11. found in the website header above the primary navigation, it can highlight helpful items for users

12. a list of links at the top of the page, with titles that help users decide which section of pages to select

13. a trail at the top of the page showing users where they are within the website structure

Down

1. found in a list of navigation links, it indicates which page is selected and where a user is on the site

2. the visual element asking users to complete an action

4. looks the same across your website and contains an organizations logo and navigation

6. user types what they want into a field and visit a result page listing pages with related content

7. a list of related content pages that reveal themselves when a user rolls over a primary navigation item

9. appears at the bottom of every single page and serves as the last opportunity to convey information