Website Planning, functionalities and main aspects of the frequently used systems

The best websites are created from precise, thorough planning and research before the design process starts. There are many important factors that should be looked at in-depth before going ahead with your sites production. It's worth to put the time into research and development, the benefits will be seen through your website.

One of the techniques of planning and managing used in website design is the content mapping. Content mapping is similar to mind maps, but it's focused on a site's content. It will help you explore and visualize your content. It is a visual technique that will help you organize and understand the content of a website. It can be a simple and valuable part of your site's overall content strategy. This short and simple guide should help you get started.

More specifically, to see your content as it relates to the goals of your client, the goals of your site users and all the other pieces of content in your website (as well as external websites), you should use content mapping. It is allowing you to spot gaps (and opportunities) in your content development strategy.

There are three main actions to take:

•   An understanding of business goals: This includes knowing your clients well, which means you know what they want to get out of their website content.

•   An understanding of the site's users: You know why users go to the website and what content the site's users need.

•   An understanding of content requirements: You know the limitations and requirements (e.g., style, technical, legal, etc.) of the content you will serve.

These actions help you to create a good design for the website. Primarily good design is aesthetically but creates experiences that make people's lives easier also. The goals of the web design are organization of the information also, giving it meaning, and assembling it in a way that is visually attractive using available tools.

Strongly related with the web design is the print design and despite many differences, it is worthwhile to compare and contrast them. The web design and print design have the same goals, but they perform them in other ways. In the case of print design somebody is only the passive recipient of the content, but in the case of web design, somebody is the active user of them. This is a crucial concept to understand: the web is an active medium and the term to describe this design process is user interaction design.

When it comes to user interaction, you have to remember that offering too many options can be just as bad as offering not enough. If there are multiple options to the user, it is the designer's responsibility to make sure the user does not get lost. This problem is strongly related with the user experience term. The user experience is the entire sum of the user's interactions with a website.

However, in all cases, the designer's goal is to create sites that serve the needs of the users. This approach can be called the user-centered design. To understand what the client wants before you begin your work, you should always remember the stages of the planning process. These stages can generally be defined as:

- Defining goals and strategy – find a detailed answer to the question: „Why does this website need to exist?"

- Research – have some background on what visitors to a site might be expecting, considering how competitive sites are designed and what makes them so attractive to users.

- Information architecture – providing optimal navigation paths for the user which helping them to get from one requested page to another.

- Sketching – first draft of the website, considering three previous elements.

- Wireframes – an organization of the web page content and features, avoid the visual design. You can create them even on a paper or whiteboard or in a program like Microsoft Visio, Adobe Fireworks, Adobe Illustrator or Omnigraffle.

- Mockups – begin exploring the visual elements of a site, such as the typography, imagery (photographs and illustrations) or even the user interface elements (buttons, navigation bars).

It can be helpful to consider some fictitious users of your website also, by using the method called scenarios and characters. You can create several characters and suppose how they were introduced to your site, what are their intentions and priorities, and what they hope to achieve while using the site. By considering the experience through others' eyes, you can gain a more user-focused experienced.

Considering possible scenarios and characters, you should define the navigation design. Let's consider two types of website structures that will finally translate to the navigation menus: wide and deep. First, there is a wide navigation structure in which the main pages are listed horizontally.

In a wide navigation system, the main pages are all visible together. For small websites, this is often a logical choice. The user can easily jump to any of the main pages with a single click with the navigation bar on every page. But you must remember you are limited

by the width of the screen so if you present too many options, the site may overwhelm or confuse the user. So the disadvantage of a wide navigation structure is that there may be limits to how much information can easily be displayed on the screen if there are too many categories.

An alternative method for organizing content on the website is deep navigation, which simplifies the main navigation and then group's related pages into categories. Simplified entry-points for the user are provided by the deep navigation. However, the designer must decide how to organize the pages inside these main links. Do not worry, drop-down menus and additional navigation menus are common solutions to this problem.

It is worth rethinking website navigation, due to the home page may not be as crucial as it once in the past. The user may visit another page of your website because the search engine can find them exactly. Every page on your website now becomes a home page, needing to welcome users into your site and encourage them to next visit.

To evaluate how users interact with a website, useful is usability testing. It is related to, but distinct from, the field of design. Usability testing is the process of evaluating how users interact with a website. It often involves giving a user a task to make on a given site and then observing how well they complete the task, whether they can make it. If a user encounters difficulty or is confused by the required operations, these problems are noted and solutions are then inspected and integrated into the site.

Usually, for demonstration purposes, there are built prototypes. They differ from mockups and wireframes because they show functionality and often demonstrate how the user interacts with elements on a page. You can build a prototype using HTML, Flash animation, or a program such as Balsamiq Mockups or Microsoft SketchFlow.

You must remember that traditional mockups, wireframes and prototypes cannot fully account for the interactive nature of the web. Wireframing and prototyping software has evolved over the years, and a new breed of software and web applications are making the interactive prototyping possible. These include elements such as rollover buttons, working form elements, the ability to update common page elements quickly, and simple animation. To create interactive prototypes you can use software such as Adobe Fireworks, Microsoft SketchFlow or EightShapes Unify.

The planning stage can be a fun part of the site creation process because this is where you can propose those crazy ideas that may never make it onto the final site. So be creative during the creative process. Remember that in the early stages of site development, cooperation is important. Whether it involves user testing or receiving feedback from a wireframe, if you learn how to cooperate and incorporate good ideas into your design, your final product will succeed.

Creating a WordPress page is very similar to creating a post. Just remember that pages are invented for static content. To get started adding a new page to your WordPress site, find the **Pages** menu in the WordPress Dashboard Navigation menu. Click **Add new**. The WordPress page editor looks almost same to the post editor, except for a few different boxes situated on the right side of the screen. Add the title of the page, like **About. Note**: If you have pretty permalinks set up, the title of your page will also be the WWW address

slug. Next, add some content. The **Publish** section of the page editor is closely the same as for writing posts. When you're ready to publish, you can either publish immediately, save this or a draft, or schedule the page to be published later. The **Page Attributes** section applies a parent page and template to your new page. For the **Parent** section, you can organize your pages into hierarchies. For example, you could create this new page with additional pages under it. There are no limits to how many levels you can nest pages. Some WordPress themes have custom page templates, so the next Template section allows you to apply a template to your new page. The Order box allows you to order your page numerically. Pages are generally ordered alphabetically, but you can choose your own order by entering a number in this field. Preview the page one last time, then click **Publish**. You've added a new page to your WordPress site.
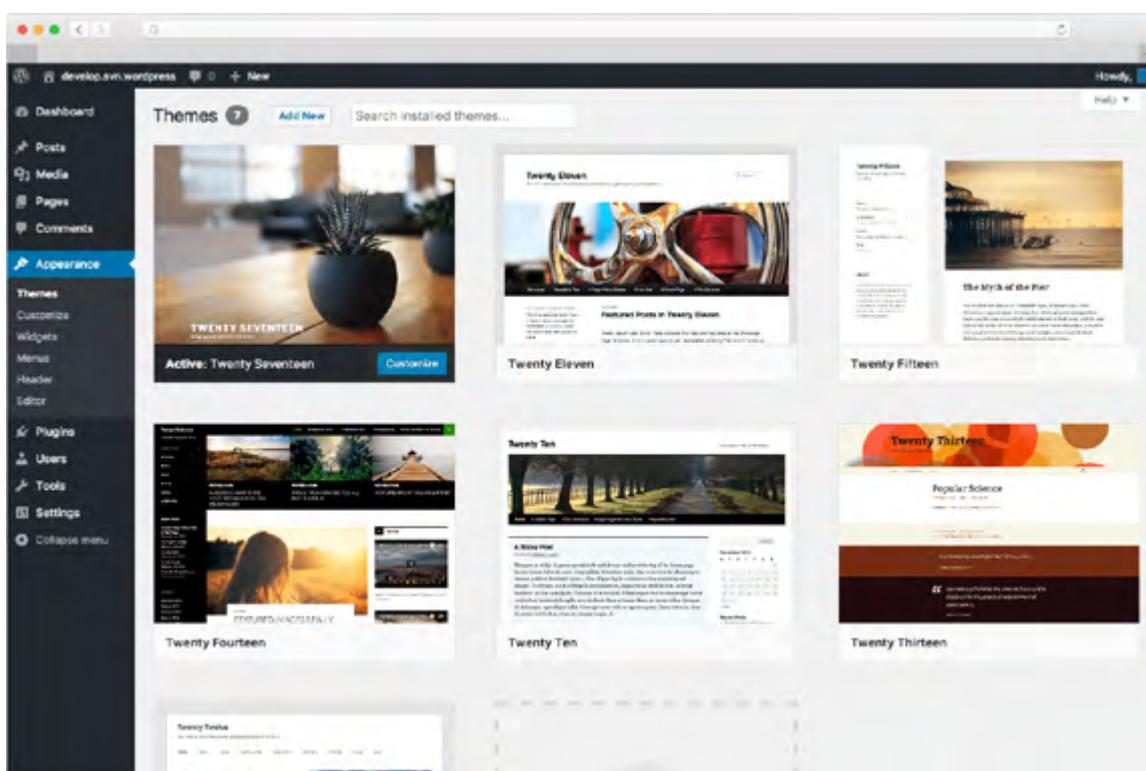
To get started creating your first WordPress post, locate the **Posts** menu in the left-hand side of the WordPress Dashboard. You can either hover over the Posts link or click to expand it to reveal the submenu. The **Add New Posts** page can also be found from the **+ New** link in the WordPress Admin Bar, also. Click the **Add New** link. Now you'll see the **Add New Post page** where you can create your first post. The first box is where you'll want to enter the title of your post. Next is the **Post formatting section or post editor**. This is where you'll indeed type the content of your post. If you look on the right side of the box, you'll see two tabs. There are two ways of editing posts: **Visual** and **Text**. The **Visual tab** will bring up the visual WYSIWYG editor. WYSIWYG just means "**w**hat **y**ou **s**ee **i**s **w**hat **y**ou **g**et." Here you'll see a formatting toolbar with lots of options for formatting your posts. If you're familiar with Microsoft Word or any other word processing software, most of these icons should look familiar. If you click the **Text tab**, this will show a plain-text

HTML version of the post editor. This version of the post editor is for editing the HTML code of your post. For most users, the Visual editor is the easiest way to create posts. At the top of the right column on this screen you'll see the **Publish** box. Here, you can save your post as a draft if you'd like to save it for later. If you click the **Preview** button, you can get a preview of how the post will look once it's published. The **Status** of the post will indicate if the post has been published, saved as a draft, if it's pending review of if it's been scheduled. The next two links indicate the visibility of the post — or what visitors will be able to behold your post. The **Publish** line indicates whether the post will be published at once or at a later date. The next section is for **categories** and **tags** assigned to your WordPress post. If you'd like to modify the screen options for your post editor, just click the **screen options tab** in the upper right-hand corner. Expand this to expose all the options that can be displayed on the post editor screen. Again from the post editor, you can also drag or drop the order of these boxes to customize the way they arranged on the page. If you ever need help while you're on the **Add New Posts** page, just click the **Help tab** in the upper right corner. From here, you'll be able to get a reminder for how to customize your post display, tips for adding a post title and using the post editor, inserting media and change settings for publishing.

Adding tags to your WordPress posts will help you arrange your blog's content. Tags will also help your visitors find their way around your site more simply. To add tags to a new post, go to your blog's admin area > **Posts** > **Add New**. When you write your new post, you can add a tag to it by typing the tag word in the **Tags** field on the right and clicking the **Add** button. You can add as many tags as you want.

The tag cloud widget shows a set of all the tags you've assigned to your posts. The most common tags will be displayed in the largest font size. This widget is helpful due to it gives your readers an briefly view of your favorite topics, and lets them know what subjects you write about most often. The **Tag Cloud** widget will display up to 75 of your most popular tags. Note: Only tags that are attached to posts will be displayed in the widget. How to exclude tags? Click **Posts > Tags** in your WordPress Admin panel. Click on the name of the tag you want to exclude. In your browser's address bar, find the number after **tag_ID=**. That's the tag ID. Copy the tag ID number and go back to your **Customizer > Widgets**. Click on the tag cloud widget to open the widget settings, and paste the tag ID into the **Exclude** box. Click **Save** to save your changes.

Meta keywords and Meta descriptions allow you to improve your website's search engine optimization (SEO). In this section, you will know how to correctly add Meta keywords and Meta descriptions in WordPress using **Yoast SEO** plugin. Keywords and descriptions allow you to tell search engines more about the content of your pages and posts. Keywords are important words or phrases that people are able to search for if they were looking for the content you are publishing. Meta description is a short description of what your page or post is about. Meta keywords and description are really HTML Meta tags, and they go into your website's header. WordPress SEO plugins make it simple for you to add them from your WordPress admin area for each post and page on your website. Yoast SEO plugin adds an extra tool in the editor of WordPress. You'll see this new tool available when you add or edit a post or page. However, it may also appear in the custom content and other areas that use the WordPress TinyMCE editing system. Scroll down until you see the **Yoast SEO**

section under the text editor. This is the control panel for Yoast. This window will show you in real-time how your content stacks up in terms of readability, excessive keyword use, and other metrics. Click the tab **Enter your focus keyword.** This tab's name will change once you enter a specific keyword you want to focus on. Click the **Edit snippet** button under the posts preview. This is where the Meta description for the content is situated. The people will see in the search results the information you put into this block. This description should be brief, maybe one or two sentences, due to people using search engines may not be able to read it in its whole. Yoast will inform you if the description is too long by changing the color line under the text to yellow instead of green. Under the snippet editor, you'll see the option for a keyword. This is the single word you want the post or page to center around. Remember to don't use the keyword too often throughout your content. This is called "saturating," and search engines will punish you for it. Yoast will check your keyword and make sure you're using it a sufficient number of times. You don't want too little, but you definitely don't want too much. Under the focus keyword is the option for **Meta keywords**. Here is where you should input the keywords for the piece you're writing. Separate each with commas as you would in most other systems. Now all you have to do is save and publish once you're done writing your post.

To create menu, you must Login to the WordPress panel. From the **Appearance** menu on the left-hand side of the Dashboard, click the **Menus** option to bring up the **Menu Editor**. Click **Create a new menu** at the top of the page. Enter a name for your new menu in the Menu Name box. Select the **Create Menu** button. Your new custom menu has now been defined.

In this section, you will get to know about Widget Management. Widgets are small blocks that perform specific functions. These give design and structure control to the WordPress theme. Some specific features of a widget help you add content and features. They can be easily dragged and dropped in widget area. They differ from theme to theme. They are not the same for every theme. To create widget, select **Appearance > Widgets**. The following functions appear on the page: **Available Widgets** − You can use these to add into your sidebar main, **Inactive Sidebar (not used)** − These are not used and can be removed constantly from the widget list, **Inactive Widgets** − Deletes the widgets from sidebar but keep it in the settings, **Sidebar Main** − Any widget you add here will occur on your site, **Manage in Customizer** − Takes you back to customization page. Next, **Drag and drop** in the **Sidebar Main**. Any widget you create or change here shows up on your site.

When creating or editing a WordPress page or blog post, you can easily add images at any time with the usage of the WordPress Media Uploader tool. In order to add a picture to your page or post, you have to first insert your cursor in the space in the text where you want the image to appear. By placing your cursor within your text, you can insert images in line with your content. You can also place your cursor on an empty line if you need the image to appear by itself instead. Once you've placed your cursor on the line where you wish your image to appear, select the **Add Media** button to launch the media uploader interface, and then click the **Insert Media** option from the list of actions in the left side of the media uploader window. You can add or select the picture you want to add to your page or post by selecting from either of the following options in the center of the media uploader window: **Upload Files** − Upload the picture you need to use from your computer by dragging it into

the upload area, **Media Library −** Select from any previously uploaded images in the media library by selecting the one you wish to add to your page or post. Once you have chosen or uploaded the image you want to add, a checkbox will display next to the thumbnail confirming your selection, and you see information about it displayed in the **Attachment Details** pane on the right-hand side of the media uploader interface.

To add video on your website, all you need to do is paste the video WWW address into the post editor. Make sure that the WWW address is in its own line and not clickable (hyperlinked).

To add gallery on your website, the first thing you need to do is install and activate the Envira Gallery plugin. Upon activation, you need to visit the **Envira Gallery** > **Settings** page to enter your license key. You can get this key from your account on Envira Gallery website. After checking your license key, you can head over to **Envira Gallery** > **Add New** page to add your first gallery. First you need to get a title for your gallery and then click on **Select files from computer** button to upload your pictures. You can also select files from your WordPress media library by clicking on **Select files from other sources** button. Once you upload your pictures, they will appear in the images section. You can select the pencil icon on a picture to add caption, title, and alt text to each image. Next, you should click on the **Config** tab. Here you are able to change your gallery settings like title and caption positioning, number of columns, heights, margins, picture dimensions, thumbnail sizes, etc. After that, you should click on the light box tab. The light box popup allows users to enlarge pictures and browse them without ever leaving the page. The default settings will work very well for most websites, but you can look at the options and change them if you like. You are able to now publish your gallery which will make it available to be added anywhere on your WordPress site. Next, you need to edit a post or page where you want to display your gallery. On the post edit screen, you will see the new **Add Gallery** button above the post editor. Clicking on it will bring up a popup where you can choose the gallery you created right now. Simply click to choose the gallery and then select the insert button. You will notice a short code for the gallery appear in your post editor. You are able to save and publish your page right now. After that visit your website to check how it works. When you click on a picture, it will open the picture in the light box popup. You are able to browse images in the light box by pressing the left and right arrow keys on your keyboard. Your gallery will look equally great on mobile devices as well. Users will be able to tap on a picture to enlarge it and swipe to see the next or previous image.

Did you know that you can turn your WordPress site into a social network? A WordPress social network allows users to sign up, connect with each other, send messages, and more. WordPress is the easiest to use a system to build your own social network using the free BuddyPress plugin. It is super flexible and integrates beautifully with any kind of WordPress website. BuddyPress is a sister project of WordPress.org. It is available as a free WordPress plugin that you are able to install on your website. It turns your WordPress site into a social network allowing you to build your own online community.

To user registration and deletion, granting rights to users, you may use Profile Builder plugin. It is easy to use profile plugin allowing front-end login, user registration and edit profile by using short codes. Restrict Content based on user role or logged in status & manage user

roles and capabilities with using the built-in Role Editor. It allows you to make a customization your website by adding a front-end menu for all your users, giving them a more flexible way to modify their user profile or register users (front-end user registration). Users with administrator rights can customize basic user fields or add specific user fields to the front-end forms. To achieve this, simply add a new page and give it an intuitive name (i.e. Edit Profile). Now all you need to do is add the following short code: [wppb-edit-profile]. Publish the page and you are finished.