

A collection of military medals and a compass are arranged on a wooden surface. The items include a red ribbon with a circular emblem, a blue ribbon with a circular emblem, two silver star-shaped medals with intricate designs, and a circular compass with a white face and black markings. The background is a light-colored, textured surface.

# Good Web Design

By Kimm Antell



# What is Good Web Design? Why is It Important?

- ◆ Web design equals the look and the feel of a website
- ◆ Good web design is effective display of the above
- ◆ Helps usability
- ◆ Helps organization
- ◆ Sets up expectations





# What is Usability?

- ◆ Created 10 years ago to replace the term “user friendly”
- ◆ Usability is very much like quality: you typically notice it only when it is missing
  - Consistency of presentation and controls across the site
  - Logical and natural organization of information: clear structure, systematic labels, clear and meaningful labels
  - Efficient navigation: the amount of time and effort the user needs to exert in order to move around the site (where is s/he in the site? where can s/he go? how can s/he go back?)

[http://www.usablenet.com/accessibility\\_usability/usability.html](http://www.usablenet.com/accessibility_usability/usability.html)



# How to Become Usable...

- ◆ On every page at the same place have:
  - Menu, link to a site map, link to your e-mail, search engine, website title, footer and page title
- ◆ Have a consistent font and color scheme throughout
- ◆ Don't go deeper than four levels in your website
- ◆ Be organized



# What is Organization?

- ◆ If your site is organized well, then your users will be able to find the information more easily (and so will you)
- ◆ If somebody has to do a Ctrl +F search for a keyword to find something on a page, you have an organization problem
- ◆ Organization is great because once you have an outline, you can keep it updated



# How to Organize...

- ◆ Create an outline (or flowchart) of your pages
- ◆ Go through the outline and remove any duplicate pages
- ◆ Go through again and see if there are any pages that can be combined
- ◆ Go through again and group the pages together under a common theme
- ◆ Take this final outline and reorganize it into a new outline that is logical to you and your users
- ◆ Make your menus from this outline; use words that everyone will understand





# Our Test Subject

- ◆ The AKGenWeb Project
  - Immediate Problems:
    - No Menu
    - No Organization
    - Background and Consistency Issues
    - Hard to Use
    - Broken Links
    - **BAD WEB DESIGN**

# Example of Beginning Outline

## + AKGenWeb

### + AKGenWeb **Boroughs** & Alaska Online City Pages

- Various Links
- Links to Anchorage Boroughs
- Links to Interior Boroughs
- Links to Kenai Boroughs
- Links to Arctic & North Slope Boroughs
- Links to Southeast – Alaska's Interior Boroughs

No Organization

Is a Borough the same thing as a county?

### ▫ **Alaska Queries-1996thru1997**

### ▫ **1998**

### ▫ **View & Post AKGenWeb Unknown location Queries (broken)**

### + **GenConnect boards**

- Link to queries by Borough on GenConnect

### ▫ **USGenWeb History**

### + **Resources**

- Alaska Genealogical Societies

### ▫ **David & Margaret Hefley - Alaska to St. Louis Worlds Fair 1904 (broken)**

Why is this not listed chronologically?

### ▫ **1952** letter detailing life in Ketchikan

### ▫ **1919** letter on the way to Ketchikan

### ▫ **Various Links throughout the page**

Bad spelling could cause user error.



# Example of Ending Outline

- ✚ **The AKGenWeb Project**
  - ✚ **Boroughs/Counties**
    - List of Counties
    - Links
  - ✚ **Queries**
    - 1996
    - 1997
    - 1998
    - Unknown
    - GenConnect
  - ✚ **Resources**
    - Alaska Genealogical Societies
    - Links
  - ✚ **About The AKGenWeb Project**
    - ✚ Life in Alaska
      - 1904 Alaska to St. Louis Worlds Fair
      - 1919 in Ketchikan
      - 1952 in Ketchikan
    - Links
    - The USGenWeb Project History
  - ✚ **Contacts**
    - Lookups
  - **Site Map**

Chronological listing helps the user find things in a logical manner.

Adding the word "Counties" is beneficial to those users who are not familiar with the setup of Alaska.

Four Levels

If all else fails, your user will be able to find the page.



# What Would My Main Menu Look Like?

- ✚ **The AKGenWeb Project**
  - ✚ ***Boroughs/Counties***
  - ✚ ***Queries***
  - ✚ ***Resources***
  - ✚ ***About The AKGenWeb Project***
  - ✚ ***Contacts***
  - ✚ ***Site Map***

Levels 1 and 2 convert to your menu.

[Home](#)

[Boroughs/Counties](#)

[Queries](#)

[Resources](#)

[About](#)

[Contacts](#)

[Site Map](#)







## What About Sub Menus?

- ◆ They are not necessary, but will help navigation
- ◆ Always have them at the same place on every page
- ◆ Always have them look the same on every page
- ◆ Keep in mind that as you add sub-pages, you will have to go back and add them to the sub-menu; this can be time consuming
- ◆ A better solution could be to have a gateway page
- ◆ Don't forget to use subtitles if applicable (Clermont)



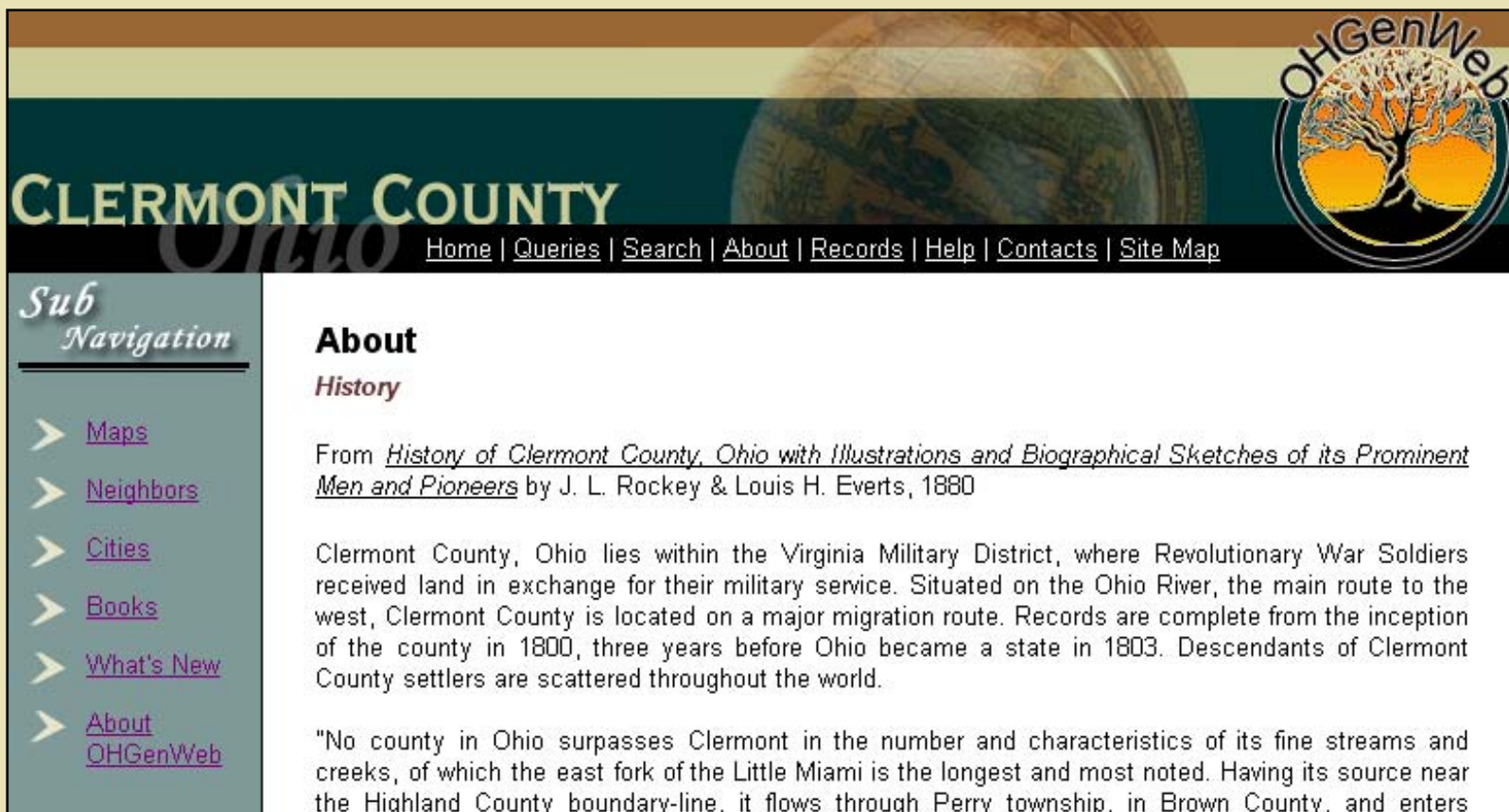

# Menu and Sub Menu Example



<a href="#">Home</a>	<a href="#">1996</a>   <a href="#">1997</a>   <a href="#">1998</a>   <a href="#">Unknown</a>   <a href="#">GenConnect</a>
<a href="#">Boroughs/Counties</a>	
<a href="#">Queries</a>	<h2>Queries</h2> <hr/>
<a href="#">Resources</a>	<p>Please visit the appropriate Borough page to submit queries when the location is known. Please use all CAPS in Surnames only. Queries MUST list the relevant area of state, plus timeframe, occupation, any known details that you have will help researchers identify your ancestor. Names only will not suffice.</p>
<a href="#">About</a>	<p><b><u>David Carlson</u> CARLSON; Carl Magnus CARLSON</b> mining supervisor at Pioneer Mining Co., Nome 1902-1912. ch: <b>Walfrid, Hanny, Anna, &amp; Emma Bata</b> all b Sweden, imm US 1880's; settled Skagway, Dawson, then Nome. 2 m PETERSONS. Also seeking info on Pioneer Mining Company and any lost relatives out there.</p>
<a href="#">Contacts</a>	<p><b><u>Verna Bice</u> LEACH; Franlin M. LEACH</b> res AK ca 1919 till d 1930-40's. Maybe Doctor? Any info. or 218 Flag Dr.W., Lake Jackson, TX 77566</p>
<a href="#">Site Map</a>	

- ◆ This works better for those using a WSYWYG

# Clermont County, Ohio



**CLERMONT COUNTY**

Home | [Queries](#) | [Search](#) | [About](#) | [Records](#) | [Help](#) | [Contacts](#) | [Site Map](#)

*Sub Navigation*

- > [Maps](#)
- > [Neighbors](#)
- > [Cities](#)
- > [Books](#)
- > [What's New](#)
- > [About OHGenWeb](#)

**About**

*History*


From *History of Clermont County, Ohio with Illustrations and Biographical Sketches of its Prominent Men and Pioneers* by J. L. Rockey & Louis H. Everts, 1880

Clermont County, Ohio lies within the Virginia Military District, where Revolutionary War Soldiers received land in exchange for their military service. Situated on the Ohio River, the main route to the west, Clermont County is located on a major migration route. Records are complete from the inception of the county in 1800, three years before Ohio became a state in 1803. Descendants of Clermont County settlers are scattered throughout the world.

"No county in Ohio surpasses Clermont in the number and characteristics of its fine streams and creeks, of which the east fork of the Little Miami is the longest and most noted. Having its source near the Highland County boundary-line, it flows through Perry township, in Brown County, and enters

- ◆ This works better for those using a WSYWYG

# Gateway Example



[Home](#)

[Boroughs/Counties](#)

[Queries](#)

[Resources](#)

[About](#)

[Contacts](#)

[Site Map](#)

## Queries

---

[1996](#)

[1997](#)


[1998](#)

[1999 - Present](#)

[Unknown](#)

[GenConnect](#)

**Search the Queries:**



- ◆ This works better for those who hand code





# Organizing a Front Page

- ◆ Now that we know our outline and have our inside pages worked out, what should be on the front page?
  - Don't have any content on the front page in large letters; it is harder to find things that way
  - Don't have a very long front page as it frustrates your users; they want something easy to find
  - Don't forget your outline – is there a way to make a portal on the front page that will reflect your information?
  - Let's consider the outline that we made earlier...



# Final Outline

## ✦ The AKGenWeb Project

### ✦ ***Boroughs/Counties***

- List of Counties
- Links

### ✦ ***Queries***

- 1996
- 1997
- 1998
- Unknown
- GenConnect

### ✦ ***Resources***

- Alaska Genealogical Societies
- Links

### ✦ ***About The AKGenWeb Project***

#### ✦ Life in Alaska

- 1904 Alaska to St. Louis Worlds Fair
- 1919 in Ketchikan
- 1952 in Ketchikan

- Links
- The USGenWeb Project History

### ✦ ***Contacts***


- Lookups

### ▫ ***Site Map***

# Making a Portal

The name of the website should be on every page.

We'll use the third level in our outline as our sub areas



**The AKGenWeb Project**

[Home](#)

[Boroughs/Countries](#)

[Queries](#)

[Resources](#)

[About](#)

[Contacts](#)

[Site Map](#)

**Boroughs/Countries**

[Alphabetical List](#)

[Map of Counties](#)

[Links](#)

**Resources**

[Alaska Genealogical Societies](#)

[Links](#)

**Queries**

[1996](#)

[1997](#)

[1998](#)

[1999 - Present](#)

[Unknown](#)

[GenConnect](#)

**About AKGenWeb**

[Life in Alaska](#)

[Links](#)

[The USGenWeb Project History](#)

**Contact**

[E-mail](#)

[Lookups](#)

Let's use the second level in our outline as headings.

**This is just one example of a way to maximize your usability that I have found successful.**





# Benefits of the Portal

- ◆ Your users can find the information they are looking for from the first page of your site
- ◆ You can keep your thoughts, notes and website organized
- ◆ Your front page will probably be quicker to load
- ◆ Your users will probably stay on your site instead of using the back key



# Disadvantages of a Portal

- ◆ Artistic creativity is put on the backburner
- ◆ Users will not explore your website as much; rather they will go straight to the information that they want
- ◆ Has to be updated every time you add a third level
- ◆ No content will go on the front page

# About Footers

- ◆ Don't make your footer some gigantic creature that takes over the page
- ◆ Keep your footer short and sweet and the same on every page
- ◆ Here is the one that I like to use:

The most important links are available from every page.

<b>Links</b> <a href="#">Clermont County Archives</a> <a href="#">OHGenWeb Archives</a> <a href="#">OHGenWeb County List</a>	©COPYRIGHT 2004  ALL RIGHTS RESERVED.  No part of this web page may be reproduced in any form without written permission from its owner. This site made possible by <a href="#">Rootsweb</a> .  Last updated: Monday, 08-Mar-2004 10:37:37 MST	 
Search Clermont County: <input type="text"/> <input type="button" value="Find!"/>		<a href="#">Kimm Antell</a> Owner

The site can be searched from every page.

I can be contacted from every page.



# We went from this to...



## Alaska

### The Last Frontier

Origin of state's name: Based on an Aleut word "alaxsxaq" literally meaning "object toward which the action of the sea is directed" or more simply "the mainland".



Jeff Murphy  
1947 - 2001  
USGenWeb Founder



## AlaskaGenWeb

### Welcome To The Great Land

Welcome to AlaskaGenWeb, a part of the USGenWeb Project. The Borough hosts and volunteers trust our pages will prove interesting and useful in your genealogical research. If you have any comments, know of any resources not listed, or would like to host a borough or area on the AKGenWeb, please e-mail [State Coordinators Capt.Pat Smith](#) or [Sarah Ligon](#)

AKGenWeb thanks [Mary Cecchini Nichols](#) for her work as the original State Coordinator.

Alaska's History is the History of  
Mankind's Migration to the Americas  
*As narrated by Pat Smith*

...from exact. Archeologists and the scientific community now hold as... arrived in North America from Asia via Beringia, the Bering Strait Land... Age, perhaps 50,000 BC. Generally, over many thousands of years, ... were influenced by receding glaciers of the Wisconsin Period, later driven ... by cultural expansion of dominant societies.

...Alaska who lived thousands of years ago is based on archeology, or pre-... less than 300 years old. The first people to inhabit the Alaskan interior, ... the first inhabitants of the American Continent and the ancestors of most ... Indian Tribes in North and South America.

...the Northeastern forests of Siberia, 14,000-9,000 years ago, and are the ... of Athabaskan people of Alaska, and the Apache and Navaho people of the ... American Southwest.

...From Northeastern Siberia, 10,000-4,000 years ago, and are the ... land. By the beginning of written history, mid-1700's, there were between ... and Eskimos in Alaska. Thlingit and Haida occupied Southeast Alaska, ... aboriginal inhabitants the Aleutian Islands and the Southwest Peninsula, and ... numbering to 30,000, lived along the coast from the Arctic to Yakutat, ... Western Coastal Tundra, Kodiak Island, and part of the Alaskan Peninsula. ... Heritage, Antonson & Hanable, 1985. LOC cards 84-72718

...inhabited by Thlingit and Haida Tribes for centuries before Spanish ... 1704, naming many of the islands, inlets, and waterways. Captain George ... explored the area in the late 18th century, and named Prince of Wales ... Prince of Wales, who would be crowned King George IV in 1821. Russian ... and phonetic rendering of original Thlingit names account for the names of ... islands, towns, and waterways in Southeast Alaska.

...Archeological Update - July 1997  
*Yukon Daily News, A story by Paul Rorer, July 6, 1997*  
...collected July 4, 1997 U.S. and Canadian researchers say they have clear ... shipping sea level and rising land created an ideal home and a migration ... to new the Americas. From archeological evidence, including a 10,000 year ... the Island, AK it appears that a pleasant migration corridor existed along ... which opened the corridor in the first place. Several thousand feet of ice ... historically stable of the adjacent continental shelf causing it to rise. This ... who formidable mountains of ice. Scientists are quick to explain that this ... of the study area would have been far more difficult to traverse and the ... more surely lasted many thousands of years overall.

[AKGenWeb Boroughs & Alaska Online City Pages](#)  
\*\*\*\*\*  
View [Alaska Queries-1996 thru 1997](#) • 1998  
\*\*\*\*\*  
[View & Post AKGenWeb Unknown Location Queries](#)

### AKGenWeb Exclusives

Terry Sappah has an exceptional collection of 70 Genealogical CD data bases available for free look-up.

David & Margaret Heffley - Alaska to St. Louis World's Fair 1904

Barbara in Fairbanks, AK will do look-ups in the Alaska Room of the Noel Wien

...queries will appear here.  
... & submit queries when the location is known.  
\*\*\*\*\*  
[Connect boards for Alaska.](#)  
...especially item 3, before posting to these boards.

### Web History

...A Very Complete Listing

...Genealogy  
...Links  
...Index Database  
...Excellent Source of Information and Links  
...State, State Databases, and much more  
...Sources and Research Tools

...Locator - On-Line  
...Comprehensive List of Links to U.S. & Foreign Resources  
...Great Source of Links and Articles on Genealogy  
...Methods That Work Plus Some Awesome Graphics

...Chapter DAR [Marge Fowler, Registrar](#)  
...of [History and Archeology](#) and their [Gold Rush](#)

...A 920k map from Univ. of Texas  
...HIST  
...SHEP  
...FILES

### A 1919 Letter

Colonel John Mitchell Chapter,  
Anchorage Chapter DAR [Marge Fowler, Registrar](#)  
Alaska Society Sons of the American Revolution  
e-mail [Harvey E. Rookus](#)

One man's [Diary of the Gold Rush](#)

### ~ Links to Canadian Genealogy ~

[CanGenWeb](#) - Canadian Genealogical Research and Searchable Databases

From [Murray Lundberg](#) in Whitehorse, YT:  
[Yukon & Alaska History](#) The North's weekly heritage magazine  
Also check out Murray's [Roster of Yukon/Alaska Sternwheelers](#)

[Centre](#) with indexes that I have compiled. The information that these indexes lead to in [database](#) (fully referenced) is available for the asking (to roadhouse owners index - I [AlaskaGenWeb@1996-2002](#)  
Comments or problems? [Capt.Pat](#) or [Sarah](#)

Space donated by [US Roots.org](#). Thanks Jerry  
You are the [1462nd Visitor to AKGenWeb](#)  
Counter reset 19 Oct 2000  
Last updated Friday, 01-Mar-2002 17:52:07 MST  
For all your genealogical server needs, visit [RootsQuest.Com](#)  
You'll Come Back



...extensive set of [searchable databases](#) covering this exciting era in Alaska's past. Also look at [Streetscapes of the Yukon](#)

[Yves-Jean Tremblay](#) is a professional genealogist for hire, retired from the Quebec National Archives (in charge of genealogical queries), who will do French-Canadian research. He has successfully researched 12 generations in his own lineage.

# The Successful Front Page and...



*The AKGenWeb Project* [Site Map](#)

<a href="#">Home</a>	<b>Boroughs/Counties</b> <a href="#">Alphabetical List</a> <a href="#">Map of Counties</a> <a href="#">Links</a>	<b>Resources</b> <a href="#">Alaska Genealogical Societies</a> <a href="#">Links</a>
<a href="#">Boroughs/Counties</a>	<b>Queries</b> <a href="#">1996</a> <a href="#">1997</a> <a href="#">1998</a> <a href="#">1999 - Present</a> <a href="#">Unknown</a> <a href="#">GenConnect</a>	<b>About AKGenWeb</b> <a href="#">Life in Alaska</a> <a href="#">Links</a> <a href="#">The USGenWeb Project History</a>
<a href="#">Queries</a>		<b>Contact</b> <a href="#">E-mail</a> <a href="#">Lookups</a>
<a href="#">Resources</a>	<b>Links</b> <a href="#">AKGenWeb Archives</a>	
<a href="#">About</a>	<p>Search AKGenWeb:</p> <input type="text"/> <input type="button" value="Find!"/>	<p>©COPYRIGHT 2004. ALL RIGHTS RESERVED.</p> <p>No part of this web page may be reproduced in any form without written permission from its owner.</p>
<a href="#">Contacts</a>	<a href="#">Kimm Antell</a> , Owner	
<a href="#">Site Map</a>		



# Inside Page



<h2>The AKGenWeb Project</h2>		<a href="#">Site Map</a>
<a href="#">1996</a>   <a href="#">1997</a>   <a href="#">1998</a>   <a href="#">Unknown</a>   <a href="#">GenConnect</a>		
<a href="#">Home</a>	<h3>Queries</h3>	
<a href="#">Boroughs/Counties</a>	<p>Please visit the appropriate Borough page to submit queries when the location is known. Please use all CAPS in Surnames only. Queries MUST list the relevant area of state, plus timeframe, occupation, any known details that you have will help researchers identify your ancestor. Names only will not suffice.</p>	
<a href="#">Queries</a>	<p><b>David Carlson</b> CARLSON; Carl Magnus CARLSON mining supervisor at Pioneer Mining Co., Nome 1902-1912. ch: <b>Walfrid, Hanny, Anna, &amp; Emma Bata</b> all b Sweden, imm US 1880's; settled Skagway, Dawson, then Nome. 2 m PETERSONs. Also seeking info on Pioneer Mining Company and any lost relatives out there.</p>	
<a href="#">Resources</a>	<p><b>Verna Bice</b> LEACH; <b>Franlin M. LEACH</b> res AK ca 1919 till d 1930-40's. Maybe Doctor? Any info. or 218 Flag Dr.W., Lake Jackson, TX 77566</p>	
<a href="#">About</a>	<h3>Links</h3> <p><a href="#">AKGenWeb Archives</a></p> <p>Search AKGenWeb: <input type="text"/> <input type="button" value="Find!"/></p> <p><a href="#">Kimm Antell</a>, Owner</p>	<p>©COPYRIGHT 2004. ALL RIGHTS RESERVED.</p> <p>No part of this web page may be reproduced in any form without written permission from its owner.</p>
<a href="#">Contacts</a>	  	
<a href="#">Site Map</a>		





# About Expectations

- ◆ If your site is setup correctly, then your user's expectations will be correctly set
- ◆ They will know where to go to get what information
- ◆ In our example, they will always know where to go to e-mail you and they will always know how to get back to your home page
- ◆ Color scheme also sets up the correct expectation because they will always know when they have left your site