

Adding Contextual Linking

Many web sites fail to one of the most powerful hypertext capabilities-the contextual link. Contextual links allow users to jump to related ideas or cross references by clicking the word or item that interests them. These are links that you can embed directly in the flow of your content by choosing the key terms and concepts that you anticipate your users will want to follow. Figure 4-17 shows a page from the World Wide Web consortium HTML specification that contains contextual linking.

Note the links within the lines of text, which let the user view related information in context. For example, as users read the first bulleted item, "May leave white space intact," can click the white space links to see a definition of that term. Including the link within a line of text is more effective than including a list of keywords because users can see related information within the context of the sentence they are reading. Users also can see that repeated words are linked no matter how many times they appear within the browser window, offering users the opportunity to access additional information at any time and SEO London. You can choose from a variety of navigation options to links a collection of pages together. The sample web page in this section demonstrated the following text- based linking actions;

To main pages [home, table of contents, index]

To the top of each chapter

Within the Table of contents page to chapter descriptions

From the table of contents page to specific topics within each chapter descriptions

Between previous and next chapters

To related information by using contextual links

Use as many of these options as necessary, but remember to view your content from the user's perspective. Anticipate and use enough navigation options to allow easy, but not confusing, access to your content.

USING GRAPHICS- BASED NAVIGATION

Similar to most web site designers, you probably want to use graphics for some of your navigating cues. The ability to use graphics is one of the most appealing aspects of the web, but too many graphics used inconsistently will confuse the users. To make sure your navigation graphics help rather than hinder your users, use them consistently throughout your web site and London web design. Standardize your navigation graphics for the following reasons;

To provide predictable navigation cues for the user- Once users learn where to find navigation icons and how to use them, they anticipate them on every page. Consistent placement and design also build trust in your users and help them feel confident that they can find the information they want.

To minimize download time- once the graphic is downloaded, the browser will retrieve it from the cache for subsequent pages rather than downloading it every time it appears.

About the Author

George Webrepro specialist in [London website design](#), web development, branding, E-marketing, E-commerce, and multimedia, web applications. and [SEO London](#). Webrepro operates in Bloomsbury, London, Cape Town South Africa and Melbourne Australia.

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