

Creating usable navigation

The PC webopedia defines hypertext as a system " in which objects [text, pictures, music, programs, and so on] can be creatively linked to each other...you can move from one object to another even though they might have different form." The idea of hypertext was envisioned in the 1960 by Ted Nelson, who described it as non sequential writing in his book, Literary Machines. Nelson's basic idea of connecting content through the use of hypertext linking influenced the creators of the web. With hypertext- linked content, users can traverse information in any order or method they choose, creating their own unique view.

Hypertext is rich environment, in which to write and structure [SEO London](#) information. In traditional paper- based media in which to write and structure information. In traditional paper- based media, users navigate by turning pages or referring to a table of contents or index separate from the information they are reading. In a hypertext document, users can connect instantly to related information. Hypertext form of traditional navigation devices, such as tables of contents and cross-references, can be consistently displayed alongside related content. The user can explore at will, jumping from one point of interest to another. Of course, this capability is dependent on the hypertext author adding enough links to facilitate navigation

In HTML, hyperlinks are easy to create and add no download overhead when they are text- based, yet many sites fail to provide even the most basic navigation options to the user. When you are planning your site navigation, do not skimp on navigation cues, options, and contextual links. You can add graphics easily to create attractive navigation elements, as most web sites do. Remember that every graphic you add to your web site increases the download time for the user. Keep your navigation graphics simple, and reuse the same graphics throughout your web site once the navigation graphics are loaded in the user's cache, the server does not have to download them again. Use an alternate set of text links in the event that the user cannot or will not view your graphics. You will learn more about this later in this chapter.

E-commerce, catalog and online shopping- the [London web design](#) has become a viable shopping medium that will continue to expand as more users improve their Internet access and learn to trust the security of online commerce. Web commerce already has begun to make inroads on traditional retailing, and it offers many advantages over mail- order shopping, such as letting the customer know immediately if an item is in stock. Other types of commerce on the web include stock trading, airline ticketing, and auctions. Many software vendors offer turnkey systems that can integrate with existing databases to speed the development of a commerce site. A good e- commerce site provides users with quick access to the item they want, detailed product descriptions, and easy, secure ordering.

About the Author

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