

A Visual Guide to Web Design Elements

Homepage

The main page of your website, which most shoppers will land on. Your homepage should be a good representation of your brand, the products you sell, and a clear CTA.

Brand Logo

Navigation

The menu bar on every page on your website that links to other pages.

Slider

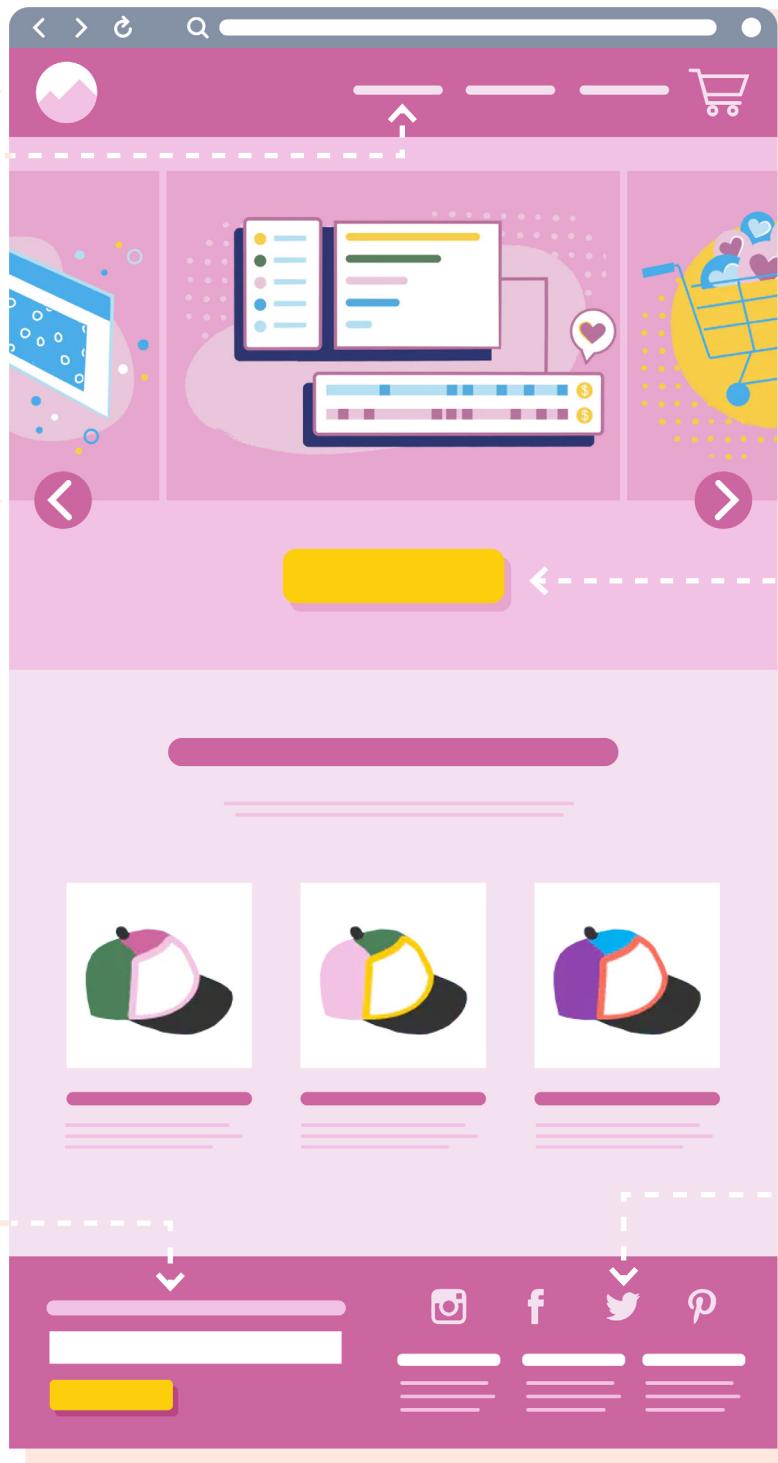
Also known as a carousel, this is a rotating banner of images and videos in a "slideshow" format.

Featured Products

This can be your bestsellers, newest arrivals, or promotional products.

Email Subscription

Make it as easy as possible for shoppers to subscribe to your emails. If possible, give them a reason to subscribe — e.g., offer a 10% discount code that'll arrive in their inboxes.



Cart Button

Clicking on this will take shoppers to the page that shows all the products that they have added to their cart.

Call To Action (CTA)

A prominent button, image, or text that encourages shoppers to take an action, such as "checkout" or "subscribe."

Social Media Links

Quick Links

Your footer is a great place to store links to important pages, such as Shipping & Returns policies or your open job postings.

Product Page

Where shoppers can see the details or specs of a specific product and add it to their carts. It typically includes reviews, attractive product shots, and descriptive copy.

Breadcrumb

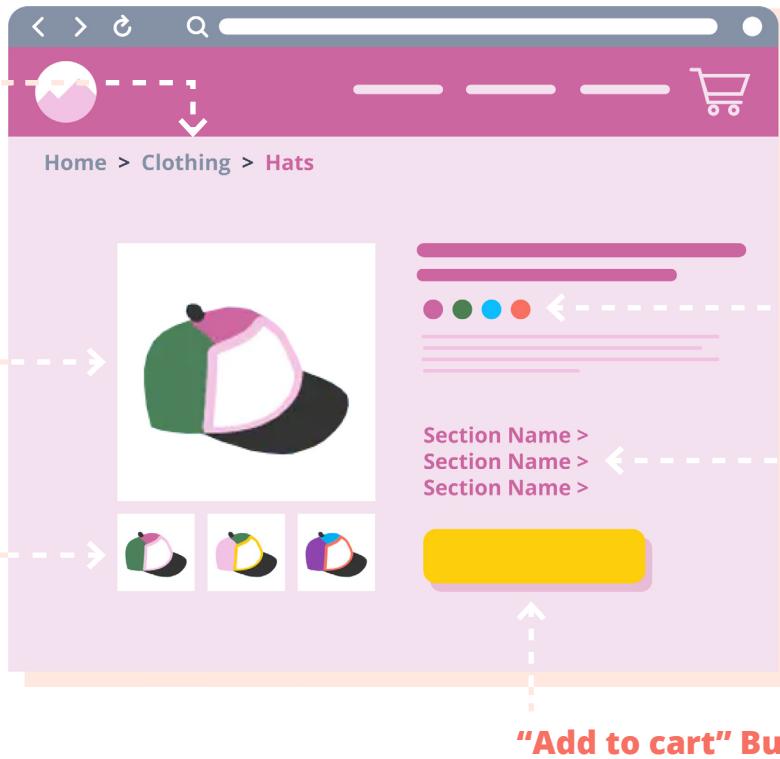
A navigation element that appears near the top of a web page, showing you the pages and subpages that contain the page you're currently on.

Hero Product Image

The best product image that captures all of its features.

Secondary Product Image

Supplemental product images that show different angles or details of the item.



Sticky Navigation

A fixed menu at the top of your page as you scroll down.

Variants

Different types (such as color or size) of one product.

Underneath your product name and description, you'll want to include expandable sections that cover:

- Ingredients/ materials
- Benefits
- How to use
- Reviews

"Add to cart" Button

Landing Page

A page on your website with a single objective, such as filling out a form or adding a product to their cart. Typically, it's the page that displays after shoppers, say, click on a digital ad or social media post.

Value Proposition

The best product image that captures all of its features.

Negative Space

Also known as white space, this is the empty space on a webpage. If you have large chunks of content, it's good practice to use negative space to make it easier on users' eyes.

Action that you need shoppers to take