

# 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

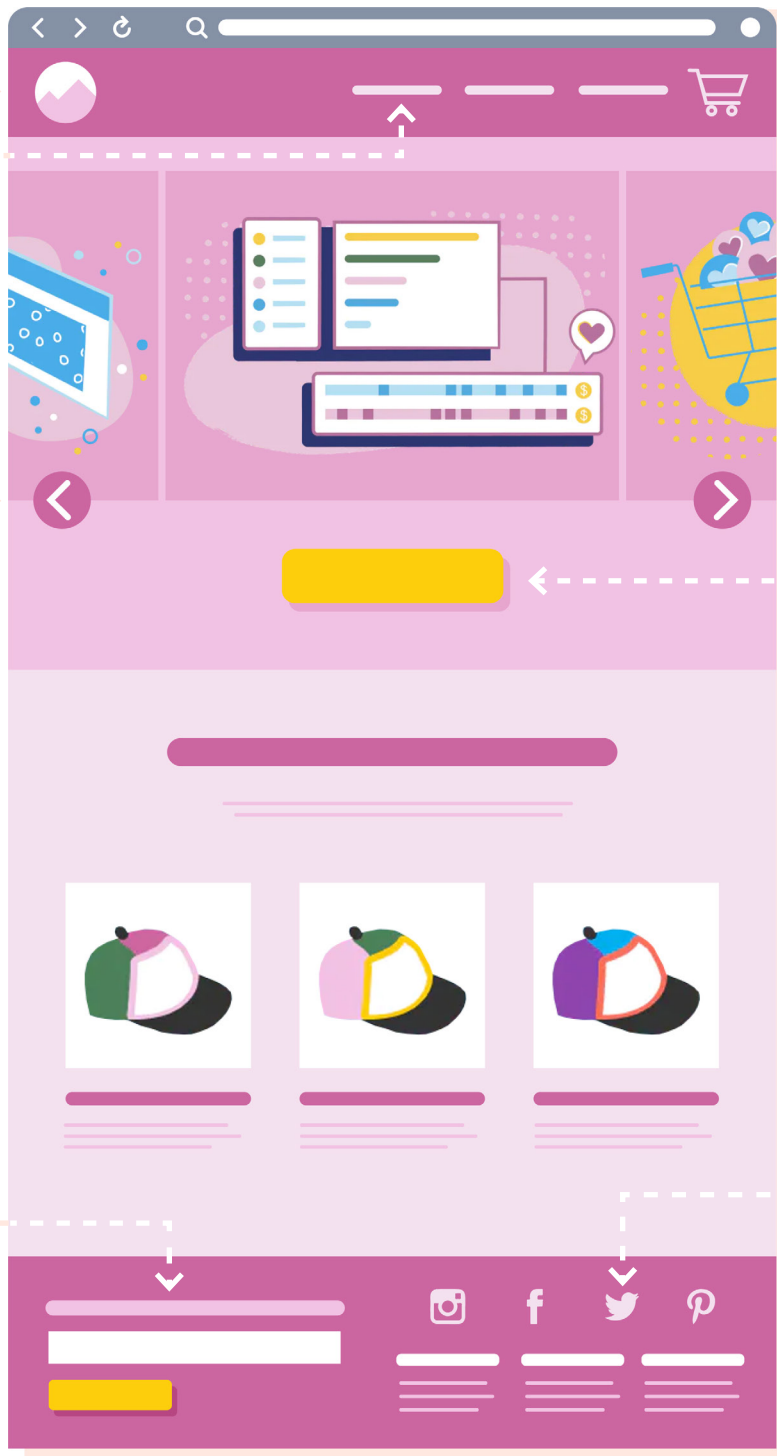
Also known as a carousel, this is a rotating banner of images and videos in a "slideshow" format.

### 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

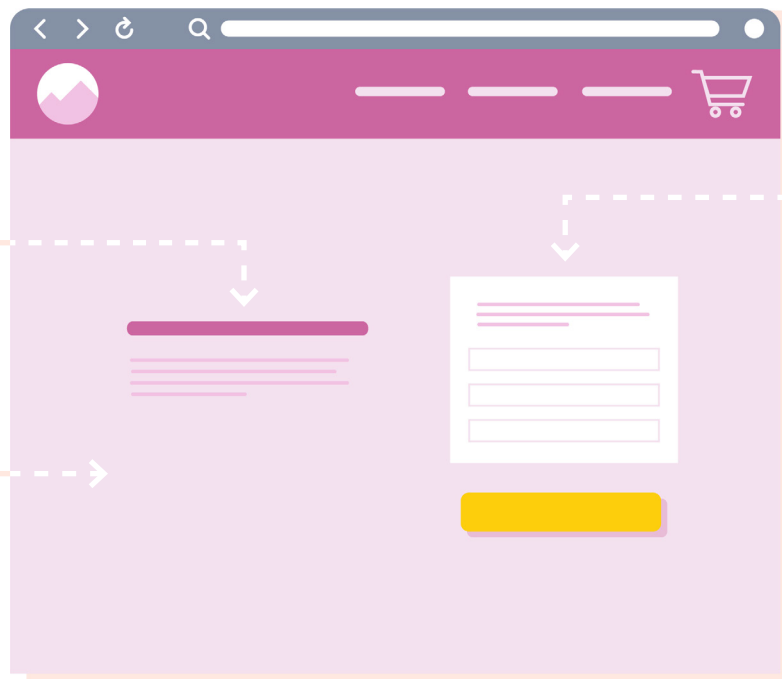
A page on your website with a single objective, such as filling out a form or adding a product to their cart. Typically, it's the page that displays after shoppers, say, click on a digital ad or social media post.

### 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