

SITE NAVIGATION AND CALL OUTS

Website navigation and call outs are used in almost if not all websites. They each have specific tasks in the website and are explained as follows:

1. SITE NAVIGATION

These links help users and search engines to locate what they want. Navigation is a very integral part of the web page which will affect how much traffic and conversions you get.

Websites like <http://alnacain.com> and <http://cellulant.com> have the best website navigation which is user friendly.

The following are best practices for site navigation:

- **Descriptive links connecting the pages** -The navigation that contains labels like “services” or “products” will never rank because people don’t really search for “products” but they search for information. You would rather use words describing the “products” you have.

The navigation should be able to tell the search engine and people about what you do. For search engine optimization and better user experience, use key phrases which will help them find what they are looking for with ease.

Mbugani’s navigation links that connect the pages are: About Us, Mbugani’s gallery, animals Kingdom and our contacts

- **Make a responsive navigation** -Responsive navigation is that which render properly in any screen size, be it a mobile or a computer. On mobile, the navigation could be in a navigation bar

icon which appears on top right or left of websites and when clicked it shows the links.

- **Connect and arrange the navigation links with the business's priorities** - Getting to understand what users may want to know first will help you arrange your navigation links. For example, when users loads to your website, they may want to know about you, what services you provide, what products you sell and lastly your contact information. Arranging your navigation according to what you feel might interest the user will play a big role in your business's success.
- **Make the navigation easily accessible** - All different types of navigation should be placed in a position that the users will find them. For example, when a user scrolls up to the bottom, he may want to go to the next page. A navigation that sticks to the top or bottom gives the user easier accessibility to other pages. You can also add a scroll arrow or button that enables a user to scroll easily between parts of the page.

2.SITE CALL OUTS

Call outs are texts in stylized boxes displayed mostly at the bottom the web page. Call outs should only contain messages meant to be called out for some reason. They should have for example a “Learn more” button or a heading which when clicked acts as a links for more to the call out reason.

The following are uses for call outs :

- To notify the user about something special like a discount.
- Used for sponsor advertising
- Used to highlight
- Used to demo your product.

In the Mbugani's landing page, a call out has been applied at the bottom of the page to notify the user of the season offer. used to pass formation to the user concerning the season offers.