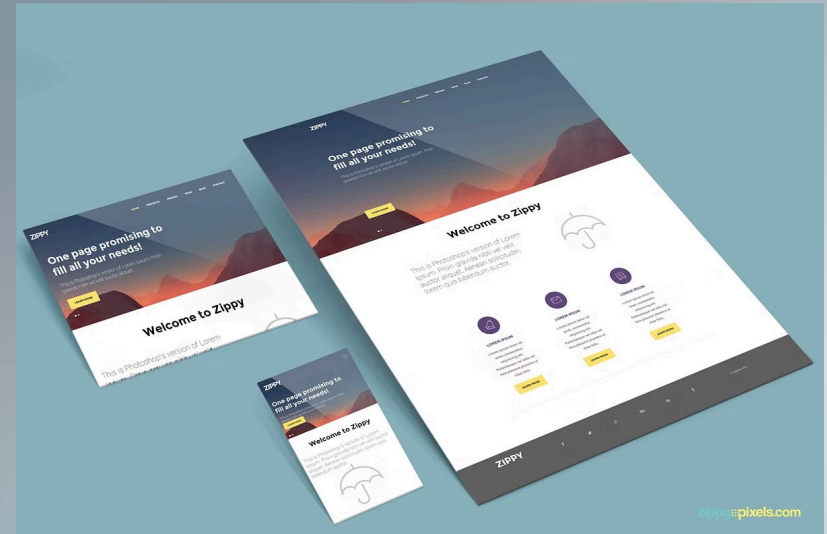


# Master Pages: Streamline Your Website Design

Master pages are a powerful tool for website designers to create consistent and efficient web designs. They allow you to establish a common layout and style for your website, saving time and ensuring a cohesive brand experience.

**K** by Kawaljeet Kaur



# Benefits of Master Pages

## 1 Consistency

Master pages ensure a unified look and feel across your website, providing a consistent user experience.

## 3 Scalability

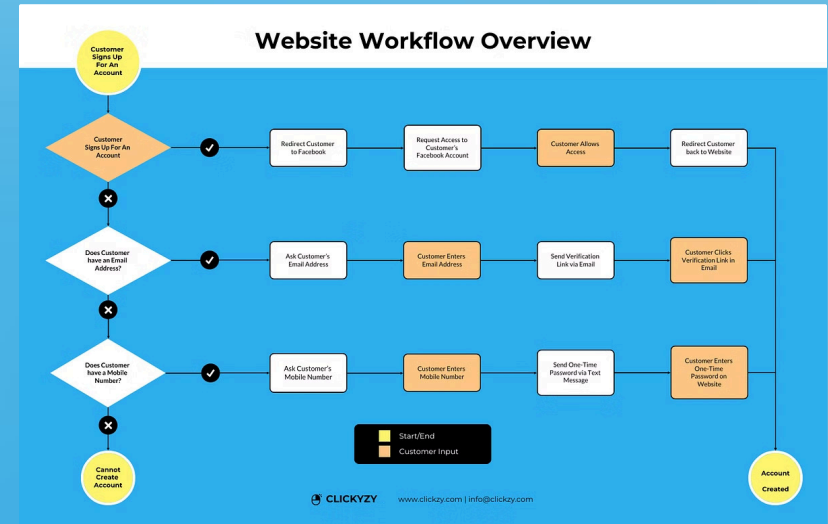
Master pages make it easy to add new pages to your website while maintaining consistency with the overall design.

## 2 Efficiency

They save time by allowing you to make changes to the master page and have those changes reflected across all associated pages.

## 4 Maintainability

Master pages simplify website updates and maintenance by centralizing common elements and styles.



# Creating a Master Page

1

## Choose a Template

Start with a basic template that provides the foundation for your design.

2

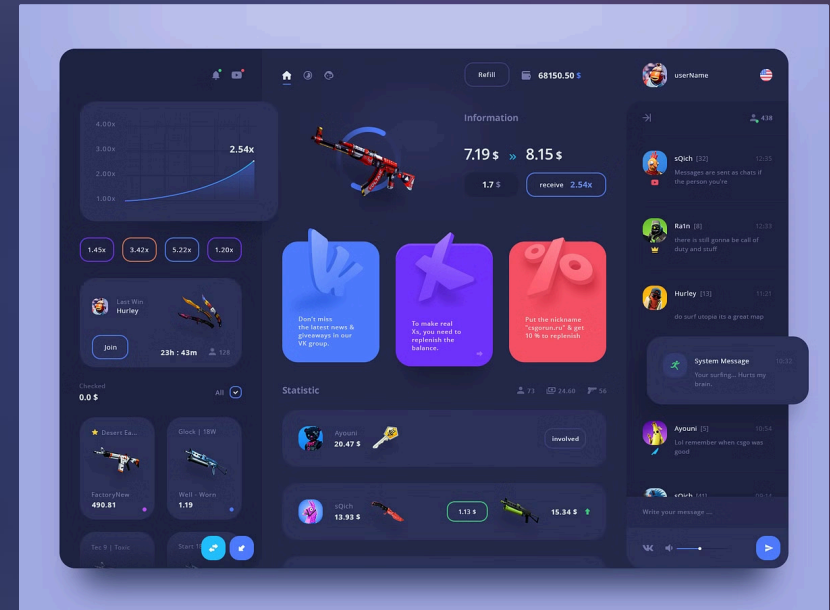
## Add Content Placeholders

Define areas where you want to insert dynamic content such as text, images, or navigation menus.

3

## Style and Layout

Customize the appearance of the master page by applying fonts, colors, and layout elements.



# Defining Content Placeholders

## Header

The header typically contains the website logo, navigation menu, and contact information.

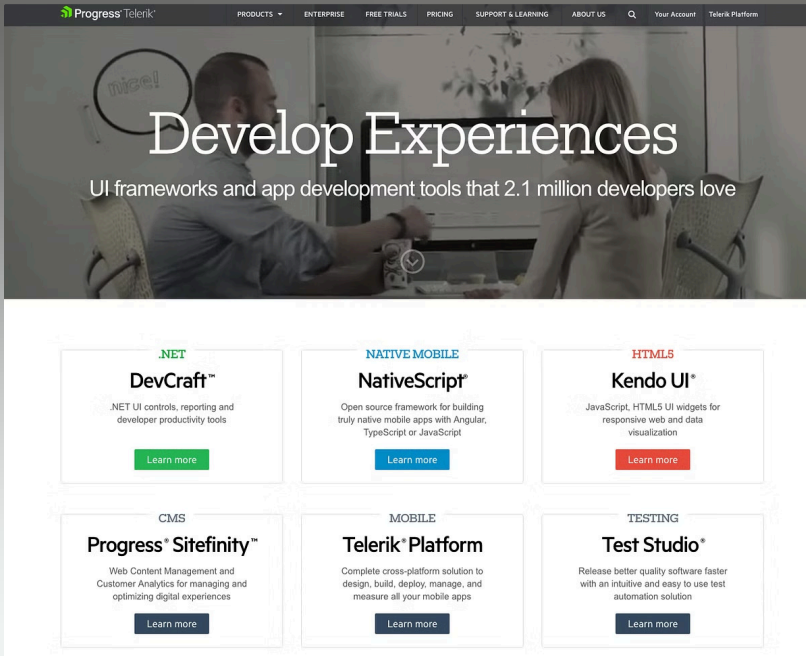
## Footer

The footer often includes copyright information, website navigation links, and social media links.

## Main Content Area

This is the central area where you will add the unique content for each page of your website.

# Applying Master Pages to Content Pages



1

## Create Content Pages

Create new pages for your website that will inherit the style and layout of the master page.

2

## Link to Master Page

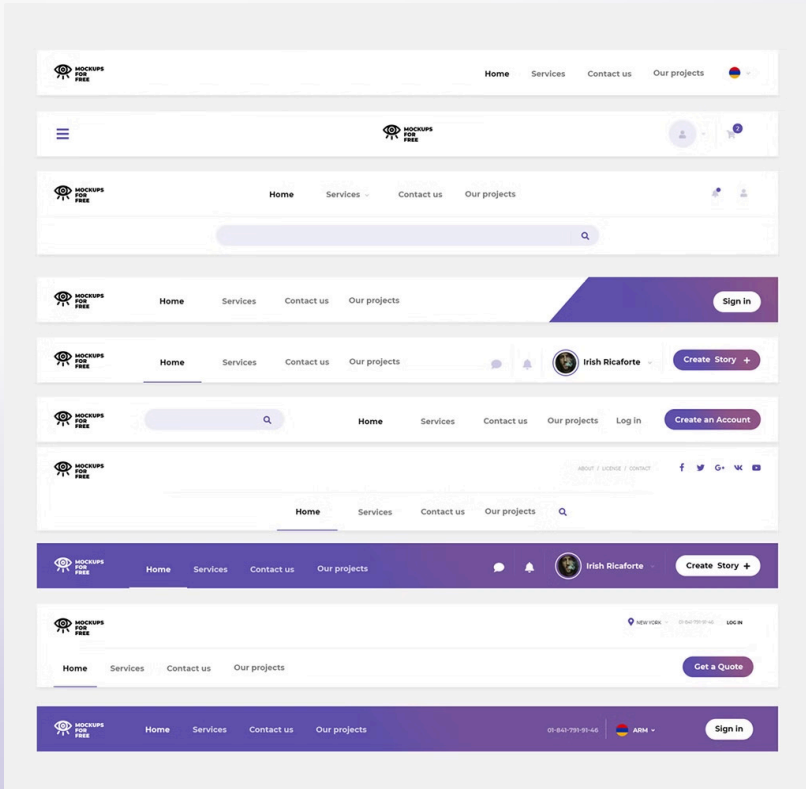
Specify the master page that the content page should inherit from.

3

## Add Unique Content

Populate the content placeholders with the specific content for each page.

# Overriding Master Page Content



## Overriding

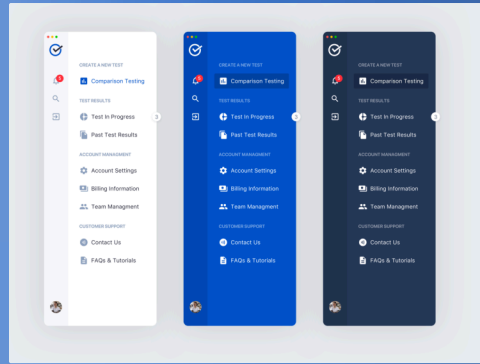
Customize specific elements like navigation menus or page titles.

Change the layout or style for individual pages.

## Benefits

Provides flexibility for unique page requirements.

Allows for specialized design needs, such as landing pages or product pages.



# Nested Master Pages



## Main Master Page

Defines the overall structure and style for the website.



## Sub Master Page

Inherits from the main master page and provides a more specific layout for sections or categories.



## Content Pages

Inherit from the sub master page, providing a consistent design while allowing for customization.

# Conclusion and Best Practices

## Planning

Plan your website structure and content before creating your master page.

## Consistency

Maintain consistent style and branding across all pages, ensuring a seamless user experience.

## Accessibility

Prioritize accessibility by following web accessibility guidelines.

## Testing

Thoroughly test your website across different devices and browsers to ensure optimal functionality.



## The Web Design Checklist

### Website's goal is defined

To prosper and be successful online you need to know what you want to achieve with your website. That's why you have a clear call to action that you show prominently and multiple times. Every element on the site has a strong intention that supports your goal.

### Compelling first impression

It takes about 0.05 seconds for visitors to form an opinion about your website that determines whether they'll stay or leave. That's why you need a convincing first impression. A beautiful header image, clear hierarchy etc...

### Wording is clear and crisp

You answer all your customers' potential questions and create a story around your brand. It's immediately clear what you do and what the visitor should do. Every button is self-explanatory, headlines are scannable and you keep the wording consistent.

### Mobile version is flawless

In 2017 smartphones and tablets accounted for 49.7 percent of web page views worldwide. Double down on your mobile version and don't hide essential elements. Put more content on one page – but don't make the visitor scroll too much.

### Adherence to web conventions

Visitors are six times as likely to fail to navigate to the homepage in a single click when the logo is centered compared to left aligned. Don't break conventions. Your logo is on the top left and your navigation and search bar on the top right.

### Website is accessible

In some countries, it's even illegal to operate a website that's not accessible. Keep an eye on having links underlined within paragraphs, a readable color-contrast ratio of your text, large enough typography and other W3C criteria.

### Social proof to create trust

Product reviews are 12-times more trusted than normal sales copy. That's why you've asked your customers to give you testimonials and have put any logo and certificate on your page that fits into the context. Quotes, video-testimonials or reviews will boost your website's success.

### Get feedback on the website

Do at least 1 or 2 feedback sessions to make sure you get your visitors to achieve the goal you intended. After the screens have been developed, design changes take longer. A lot longer. Did you prepare a click dummy to test the design beforehand?

### High-quality and authentic media

75% of consumers admit to making judgments about a company's credibility based on the company's website design. That's why you use authentic images, high-quality product photos and creative illustrations that bring your story to life.

