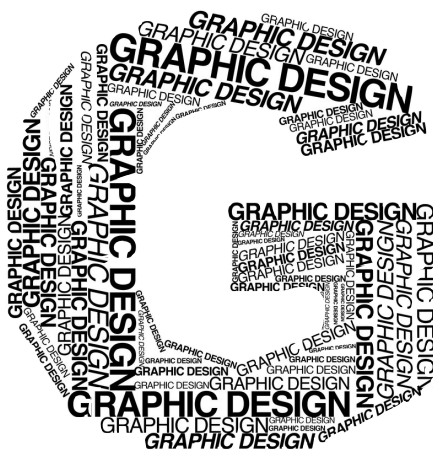# Create your own website

Most of the Internet surfers are used to extracting news and information from a website as fast as possible. In planning a website, it is necessary, to help the users get what they ask for. Moreover, lots of people have access to the Internet via a mobile phone, rather than via a personal computer, using the web content dedicated to this. Therefore, when planning a website, it is necessary to consider size as a key element. The increased and easier approach to devices such as smartphones and tablets means that surfing the net is no longer an "at home" activity. It means that users involved in the web content on mobile devices have a completely different approach to desktop users. Capturing their attention is the first step for a web designer, since people on the Internet are becoming less patient with loading time and their attention threshold and the time they are disposed to wait are diminishing. As a result, it is necessary to supply the user with the content in the most uncomplicated and basic way possible. Accordingly, the information has to be necessarily short, simple and straight. Pages should include little text and few pictures to avoid useless and disappointing scrolling and unpleasant experiences. The development process of an effective website will be based on all these elements:

- **website definition and planning,** where goals and objectives are fixed and the interactive functionality and technology support required are marked out;
- **information architecture**, where the content is detailed, with a short and well-planned copy, to hook visitors in less than ten seconds, grabbing their attention by being clear, concise and compelling;
- **design**, where the project acquires its look and performance with meaningful graphics, a good use of colour, high-quality photography and simplicity;
- checking the degree of **usability** through key elements such as fast-loading pages, minimal scroll, consistent layout, logical navigation, cross-platform/browser compatibility, screen resolution;
- **web accessibility,** i.e. making sure that websites are accessible and usable by people with disabilities; the main efforts in this area come from the World Wide Web Consortium (W3C), focused on developing tools and best practices that promote the development of universally-accessible web sites;
- last but not least, it is essential to keep up to date with rules and guidelines for an effective **Search Engine Optimization (SEO)**.

accordingly: *di conseguenza*	**to grab:** *afferrare*
compelling: *convincente*	**to hook:** *agganciare*
consistent: *coerente*	**to mark out:** *delimitare*
to diminish: *diminuire*	**size:** *dimensione*
disappointing: *deludente*	**straight:** *diretto*
fast-loading: *a veloce caricamento*	**to supply:** *fornire*
fixed: *stabilito*	**threshold:** *soglia*
goal: *obiettivo*	**unpleasant:** *spiacevole*

1 Decide if the following sentences are true (T) or false (F).

		T	F
a.	Only young people surf the net via a mobile phone.	☐	☐
b.	When planning a website, the size is not so relevant.	☐	☐
c.	Surfing the net is always an "at home" activity.	☐	☐
d.	People on the Internet are no longer willing to wait much time for loading pages.	☐	☐
e.	Scrolling might be a disappointing experience.	☐	☐
f.	On a web page, the content has to be detailed in a short and meaningful copy.	☐	☐
g.	The use of colour is not important for the website graphic.	☐	☐
h.	Fast-loading pages are a key element in usability.	☐	☐
i.	W3C is especially focused on promoting the development of accessible websites for old people.	☐	☐
j.	SEO is concerned with browsers.	☐	☐

2 Now correct the false sentences.

3 Match the adjectives with their correct definitions.

a.	fast	☐	1.	In a direct course
b.	patient	☐	2.	Characterized by clearness
c.	basic	☐	3.	Arousing or denoting strong interest
d.	straight	☐	4.	Able to wait for a long time or accept difficulties without becoming angry
e.	disappointing	☐	5.	Having great validity
f.	unsuitable	☐	6.	Not having the right qualities
g.	detailed	☐	7.	Giving a lot of information
h.	compelling	☐	8.	Moving quickly
i.	meaningful	☐	9.	Failing to meet hopes and desires
j.	logical	☐	10.	Elementary or simple