

The Rhetorics of Web Pages



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Page Titles, Headlines, and Subheaders, OH MY

- The purpose of titles, headlines, and subheaders are so people can skim the reading and find! what they are searching for quickly
- If the headings are not interesting, the reader will not click
- Headers are the first impression



Every Page Needs A Title

The title of a page is what a search engine looks for when making a search.

There are over 50 million published websites that don't have a title. People use web page building programs and forget to set a title.

The title is displayed in the tab or on the top of the window.

In HTML markup, the title belongs in the `<head></head>` tag.

Every Article Needs A Major Headline

A “major headline” is another word for the first header inside the body of a web page.

In HTML markup, the `<h1></h1>` tag is used for the major headline.

The major headline or header is what sums up the whole of a web page.

Smaller headers can be made in HTML by order of `<h2>`, `<h3>`, and so on.

Subheaders & Lists

- Subheaders

- Goes directly under title.
- A small summary about what was written.
- Can determine if the individual keeps reading or not.

- Lists

- Kind of self explanatory
- It's a sequence of steps, example used in article, how to get an internship with a certain

Can I Use Catchy Titles and Headings?

- When trying to determine if a catchy title is appropriate, think about the context and audience that this article is for.
- When it may be appropriate: news article or blog that is popular.
- When it may not be appropriate: business related or other formal professional writing settings.
- If you decide to use a catchy title, it still needs to relate to what the topic and content of the article will be.

Platforms

Social Media sites

Facebook

Twitter

LinkedIn

Blogs

Tumblr

Weebly

Blogger

HTML and CSS coding offers more customization and choices when creating a web page.