

SUPERMOM

Website offers support for mothers

Mothers have to conceive a child, carry it in their bellies for almost a year, care for a helpless and totally dependent newborn (feed, change, bathe, repeat — again and again), chase toddlers around all day, bandage and kiss boo-boos, get them to bed at night, get them ready for school, keep them fed and clothed, help with their homework, monitor their social network and screen time, and prepare them to work for a living, all while working themselves and putting up with fathers. But it's all worth it because we give them one day a year when we tell them they're special.



KEVIN O'NEILL
InSites

If moms need any support the rest of the year there's **mother.ly**. This website is dedicated to helping women navigate all the challenges of motherhood and celebrating its rewards. The navigation menu at the top of the site is organized into general categories, with more specific subcategories nested underneath them. Some of the sections also can be accessed as you scroll down the homepage.

The first three sections have a wealth of articles covering pregnancy, parenting and life as a mother. Under the Pregnancy section are a half dozen related categories. Getting pregnant, the stages of pregnancy, a registry guide, picking baby names, birth and postpartum are all covered. Each of these categories is further divided into more specific sections. Clicking on any of these subsections takes you to a page loaded with related articles.

The Parenting section has four subsections, covering the baby, toddler, child and teen years. Each period has sections on expected milestones, health and nutrition, as well as more articles specific to the age range. Just like in the Pregnancy section, each of these links takes you to a page loaded with articles.

The Life section is there because, even though mothers will always be mothers, they also have a life adjacent to raising their children. This section has a dozen categories, each with even more related sections nested underneath. It covers beauty and style, food, home, career and money, news, health, travel, entertainment, holidays and celebrations, relationships, essays on motherhood and an annual report called the State of Motherhood. As in the prior two sections, each link takes you to numerous related articles.

There is an amazing amount of information available in the first three sections. The next section is called Shop. It sells merchandise for mom and baby, as well as digital classes on pregnancy and postpartum. The classes range in price from \$25 to over \$100. There's a separate section in the menu called Classes with more digital classes for sale. The final two sections are Video and Podcasts. They both contain a variety of features offering information and opinions on motherhood.

Motherly's design is very stylish, clean and contemporary. The typography is subtle and classy with a good hierarchy. The site is filled with photos of beautiful mothers and babies in idyllic settings. While the images of the people have racial diversity, the settings they're shot in all depict upper-income lifestyles. It seems that all the mothers on this site live in sun-washed worlds with white walls, curtains and furnishings. It's a useful site with lots of good information, but it depicts a world that many mothers don't live in.

KEVIN O'NEILL is a staff artist for The Times-Tribune. Share your favorite websites with him at koneill@timeshamrock.com.

