**Structure of a Website**

**Purpose of a Structure**

The purpose of a website is to present valuable information in an accessible way. This information is distributed amongst various internal pages that make up a website. Website structures define the architecture of a website for search engines and users alike.

The structure of a website basically means how all the different pages on a

website are connected to each other. This can be accomplished using internal links, which present the hierarchy and organization of your website to the search engine algorithms.

**What is Website Structure?**

Site structure or website architecture refers to how your website is designed or how various pages on your website are connected for an excellent user experience. This is important not just from the user’s perspective but also for search engine optimization. The Website structure should be SEO-friendly.

**The types are as follows:**

● **Hierarchical Model**

● **Sequential Model**

● **Matrix Model**

● **Database Model**



**1) Hierarchical Model**

The hierarchical model in website structures is the most commonly used one since it is very easy to understand. Also called the tree model, this website structure is used by websites containing a large pool of information distributed amongst many pages. The hierarchical model uses a home page, main category pages, subpages, and child pages within subpages to distribute the website structure.

**2) Sequential Model OR The Linear Model**

This type of website structure can be found in sites such as small businesses that have a small number of pages, things without subcategories, or child pages. As the name suggests, it isn’t hierarchical or extensive. It’s created by having the main page, homepage, or landing page to arrive on and then a number of other basic parent pages to visit that appear in a straight line below the homepage.



**3) Matrix Model**

The webbed structure is best suited for e-commerce websites — product pages. While there will be a homepage for visitors to land on, the goal of the rest of the site’s structure is to create the ability to access pages with as few clicks as possible via thorough internal linking. This almost feels like a lack of structure but that’s the point, it makes it easy for users to have an experience that suits whatever their needs are even if they change mid-process. It doesn’t take much effort to get a few

clicks deep, change your mind, and decide to go another direction. Calling it freeform would be a bit far but this is a more relaxed way of navigating.



**4) Database Model**

Many things should be considered, specifically the metadata and taxonomies of the content. Think of this as the go-to option for allowing users to create their own experience using search tools. Google is a great example. An excellent example of database structuring is your bank’s website. You log in, and information appears that is specific to you. The data is pulled from a database and displayed for you. So in a way, you’ve got a site with a lot of fill-in-the-blank. Step one is making a database that will work with whatever system you choose. Next is making a site that can access and utilize that database safely and accurately.

**WEB CRAWLERS**

It is an Internet bot that systematically browses the World Wide Web and that is typically operated by search engines for the purpose of Web indexing.

These bots are almost always operated by search engines. By applying a

search algorithm to the data collected by web crawlers, search engines can provide relevant links in response to user search queries, generating the list of web pages that show up after a user types a search into Google or Bing (or another search engine).

**How do have a good website structure?**

Hierarchical structures based on parent and child pages are generally

considered good website structures. Some of its elements include:

**1) Homepage**

The homepage of your website can be referred to as a central place from where the whole website is navigated. It’s important for your homepage to include links to all important pages of your website and guide the users to the information that they need.

**2) Navigation**

Navigation or the menu of your website helps visitors understand your website structure**.** Therefore, categorize all the pages systematically so that the users can easily identify the information they are looking for. The best way to create good navigation is by using short phrases and simple language for the content.

**3) Categories**

Categories and subcategories play a crucial role in creating an adequate website structure**.** Make sure to craft different categories for different types of content. Group similar content together and create a category and further add a sub-category if required. For instance, if you sell books, you can create categories for different

genres of books.

**4)Individual Pages**

Individual pages and blogs must be organized properly on your website so that the desired audience can effortlessly find the content they are searching for. The finest way to structure information on individual pages is with the use of meta tags and breadcrumb trails.

**Breadcrumbs?**

A breadcrumb trail helps add navigation to the posts and pages on your website. A breadcrumb trail consists of clickable links that provide your website structure to users and also help them view different posts present on the website. Breadcrumbs provide a great way to improve the user experience of your website.



**Website Symmetry and URL are Important!!**

If you eliminate the colors, fonts, kernels, graphics, and images from a website, a good website structure is what remains. And maintaining symmetry in the structure can be satisfying to the user. Keep your category count between 2 to 7 and try to add an equal number of sub-categories in each category. Symmetricity will prevent your website from looking uneven.

**URL Structure:**

The URL structure should follow the page hierarchy. If you already have a good website structure, this won’t be much of an issue. However, pay close attention to the ‘slug’. A slug refers to the tail end of the URL. Using a readable name in the slug instead of the ID number of the page helps crawlers and users to better read and understand the content of the page.

**Inter Linking of Pages**

Internal linking is a crucial SEO technique that helps you connect one webpage to another on your website. This enhances the user experience as important pages are accessible with fewer clicks. Implementing a good internal linking strategy can help with a good flow of link juice within the domain. Thus, your website can rank better on the SERP [Search Engine

Result Pages].

**Use suitable JavaScript framework along with HTML**

**and CSS**

When designing your website, using HTML and CSS is the safest method. However, using JavaScript can make your site appealing to users. You need to use a suitable JavaScript framework for your website. With the introduction of the Google Evergreen bot, the crawler can now render more than 1000 web platform features that it could not earlier, making SEO easier.

**W3C Validation**

The World Wide Web Consortium (W3C) validation is a process to check the compliance of the HTML and XHTML documents of your website to well-formed markup. W3C validation ensures that the site works the same in all browsers.



**Benefits of a Good Website Structure**

**1) A smooth user experience**

If your website is appealing and informative and has hassle-free navigation, users will want to spend more time on it, increasing the dwell time and decreasing the bounce time. This will, in turn, indicate to Google that your website is an excellent result to be displayed for a search query and can boost your rankings.

**2) Improved Crawling**

A properly designed website structure with good internal linking will help not only users but also crawlers that crawl your website by letting them discover important pages.

**Why are some forms of website organization**

**important?**

Having a good website organization can accomplish various things for your website. For one, it makes it much more convenient for your users to navigate through the site. For instance, if a user visits your website and goes deep into it researching something, having a good website organization can help them in accessing relevant pages easily without having to search through your website structure.

**Conclusion**

A website structure is a result of precise thinking and organization. It is a vital aspect of SEO and should be done before the creation of your website. However, if your website is live, you can always rework the design and improve its structural organization for SEO. It can help both the users and crawlers with easy navigation. So, do not hesitate to invest your time and resources to create an SEO-friendly website.