

SITE MAPS

Now that you know what needs to appear on your site, you can start to organize the information into sections or pages.

The aim is to create a diagram of the pages that will be used to structure the site. This is known as a **site map** and it will show how those pages can be grouped.

To help you decide what information should go on each page, you can use a technique called **card sorting**.

This involves placing each piece of information that a visitor might need to know on a separate piece of paper and then organizing the related information into groups.

Each group relates to a page and, on larger sites the, pages can in turn can be grouped together to create different sections of the website.

The groups of information are then turned into the diagram that is known as the site map.

Sometimes it can be helpful to ask people who are the target audience to help you group related information together.

A site map will usually begin with the homepage. Additionally, if the site is large and is compartmentalized into sections, each section might require its own section homepage to link to all of the information within it.

For example, most online shops have section homepages for each type of product, which then in turn link to individual product pages.

You may need to duplicate some information if it needs to appear on more than one page.

The pages (or groups of pages) will inform how users navigate through the site.

Remember to focus on the goals that your visitors want to achieve.

It is worth noting that the site owner might organize information in a way that is different to what the public expects. It is important to reflect the public's understanding of the subject (rather than just the site owner's understanding of it).

EXAMPLE SITE MAP

