**Architecture Considerations**

1. **Who Are Your Users?**

Without developing an understanding of who your users are and what they're coming to your website to seek out, you won’t stand much an opportunity when it involves organizing your information during a way that produces sense to them. Identify what your audience needs from your website, and make that sure you place pages during a location that indicates their priority and relevance. How do users currently navigate your website?

1. **Avoid Choice Overload**

Try to limit the amount of options you present to your users. Too many choices can cause users to feel overwhelmed. there's no have to list every single webpage in your navigation, and of course, that may do way more harm than good. Instead, put intuitive categorization to figure, placing important content in either the most or sub-navigation. Then, lead users to less-important pages through a logical internal link structure.

1. **Limit the Number of Content on Each Page**

Avoid creating content that's long and cumbersome. Users that encounter lengthy content are likely to breeze by it without giving it any consideration. If you'll be able to limit the information presented to a user, not only is it more likely that they're going to actually read and have interaction with it, but it’s also more likely they're going to continue on their path through your website instead of bouncing far from it out of frustration.

1. **Limit Homepage Content**

The same is true when it involves the number of content you ought to display on the homepage. Though it's always good to reference your most high priority and relevant content right the homepage, it’s important to be a touch exclusive in determining what that content are going to be, reserving valuable homepage land for less than truly valuable content.

1. **Label Logically**

When it involves naming the assorted categories to be featured in your website’s navigation, it's important to be clear and concise. Strike a balance between incorporating keywords that are important to go looking engines and keywords that are descriptive and concise enough for users.