A quick win for most websites is making the navigation easier to use – for both people and ad networks. It's a quality signal for ad networks because it shows you've put thought into it and care about the UX.

Your website's navigation says a lot about the experience and knowledge of the people behind it.

Don't just think in keywords or categories – think about the journey people go on.

A Good Way to Think About It:

Think of your site like a theme park. Your menu should help people find the experience they're looking for.

Your main menu should show the main areas of your site. How you organize them depends on your topic and the path people take.

In a theme park, a good map shows all the main attractions – rides, restaurants, shows – often grouped by theme or age group. Your site can work the same way.

A Typical User Journey Has 3–4 Stages:

- Stage 1: The Researcher – They're just starting to learn about the topic.
- Stage 2: The Beginner – They've jumped in, now they've got a bunch of questions.
- Stage 3: The Explorer – They've been in it for a while and are looking for deeper answers or new ideas.

> 💡 Our goal is to help people at each of these stages find what they need – and make that journey easy to follow.

Say your site's about hamsters. People will come to it from different places in their journey.

For example:

- The Researcher – Thinking about getting a hamster, doing first-time research.
- The Beginner – Just got one, now wondering how to feed, clean, and care for it.
- The Explorer – Has owned one for a while, now facing new challenges or looking for fresh ideas (like what to do when it's sick or how to travel with it).

> 💡 Your menu should help each person in these different stages find what they need – without needing to use the search bar.

Here's One Way to Structure Your Navigation:

Buying Guides | General Care | Problems | Behavior | Ideas

- Buying Guides = The Researcher
- General Care = Beginner + Explorer
- Problems = Explorer
- Behavior = Beginner + Explorer

- Ideas = Explorer

But many topics fit into more than one stage.

Take products for example –

- The Researcher wants to know what to buy and how much it costs.
- The Beginner wants to know what they're missing.
- The Explorer is looking for upgrades or new toys.

Same with food -

- Some just want to know what hamsters eat.
- Others want better options, or need info on allergies.

So your menu could look something like this:

Getting a Hamster | General Care | Problems | Behavior | Products | Food

Let's break that down:

Getting a Hamster

- Hamsters 101
- Basic Care
- Breeds
- Adoption & Buying
- Costs
- Must-Have Products
- Names
- Fun Facts
- FAQs

General Care

- Food & Nutrition
- Cleaning
- Health
- Shelter
- Training
- Traveling

Problems

- Behavior

- Eating
- Sleeping
- Physical Issues
- Illnesses

Behavior

- Aggression
- Training
- Sleep Habits
- Socializing
- Eating
- Escaping

Products

- Cages
- Toys
- Food
- Treats
- Exercise Gear
- Tunnels
- Grooming
- Travel

Food

- Food Types
- Treats
- Supplements
- Allergies
- Brands
- FAQs

To build a structure like this, here's a helpful prompt you can use:

> 🐹 Prompt:
> I'm creating the most comprehensive website about [main topic, e.g., hamster products]. What types of products are there? Group them into 3 to 5 categories.

I knew nothing about hamsters, and I couldn't find a single well-structured website on the topic.

But here's the prompt that helped me figure out what to include:

🤖 Prompt:
I'm writing the most complete book about hamster behavior. What would the table of contents look like?

You can use this prompt for every section of your site.

🤖 Prompt:
What are all the steps someone would need to take to get a hamster? What should they consider?
Group them into 3 to 5 categories.