Make your site easier to navigate

> ## Best Practices

Create a naturally flowing hierarchy

Make it as easy as possible for users to go from general content to the more specific content they want on your site. Add navigation pages when it makes sense and effectively work these into your internal link structure.
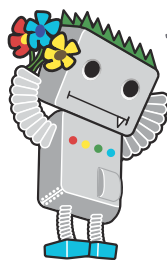
> **Avoid:**
> - creating complex webs of navigation links, e.g. linking every page on your site to every other page
> - going overboard with slicing and dicing your content (so that it takes twenty clicks)

Use mostly text for navigation

Controlling most of the navigation from page to page on your site through text links makes it easier for search engines to crawl and understand your site. Many users also prefer this over other approaches, especially on some devices that might not handle Flash or JavaScript.

> **Avoid:**
> - having a navigation based entirely on drop-down menus, images, or animations
>   - many, but not all, search engines can discover such links on a site, but if a user can reach all pages on a site via normal text links, this will improve the accessibility of your site; more on how Google deals with non-text files

For navigation, the focus should be on simplicity and ease of use!