

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:

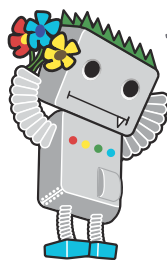
- creating complex webs of navigation links, e.g. linking every page on your site to every other page
- going overboard with slicing and dicing your content (so that it takes twenty clicks)

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!

Glossary

Flash
Web technology or software developed by Adobe Systems Incorporated. It is able to create web content that combines sound, video and animation.

JavaScript
A type of programming language. It can add dynamic features to web pages and is used by many web services.

Drop-down menu
A system in which one chooses content from a menu. When one clicks on the menu, the list of choices are displayed in a list in a drawn out manner.

Accessibility
The ability for users and search engines to access and comprehend content.

User experience
The experience gained by a user through using products, services, etc. Emphasis is placed on providing an experience truly sought after by the user, such as "enjoyment," "convenience" and "comfort."

HTTP status code
A code that expresses the meanings of responses from the server when computers are conveying information to each other. The code is allotted as three numerical digits, with a different meaning depending on the number used.