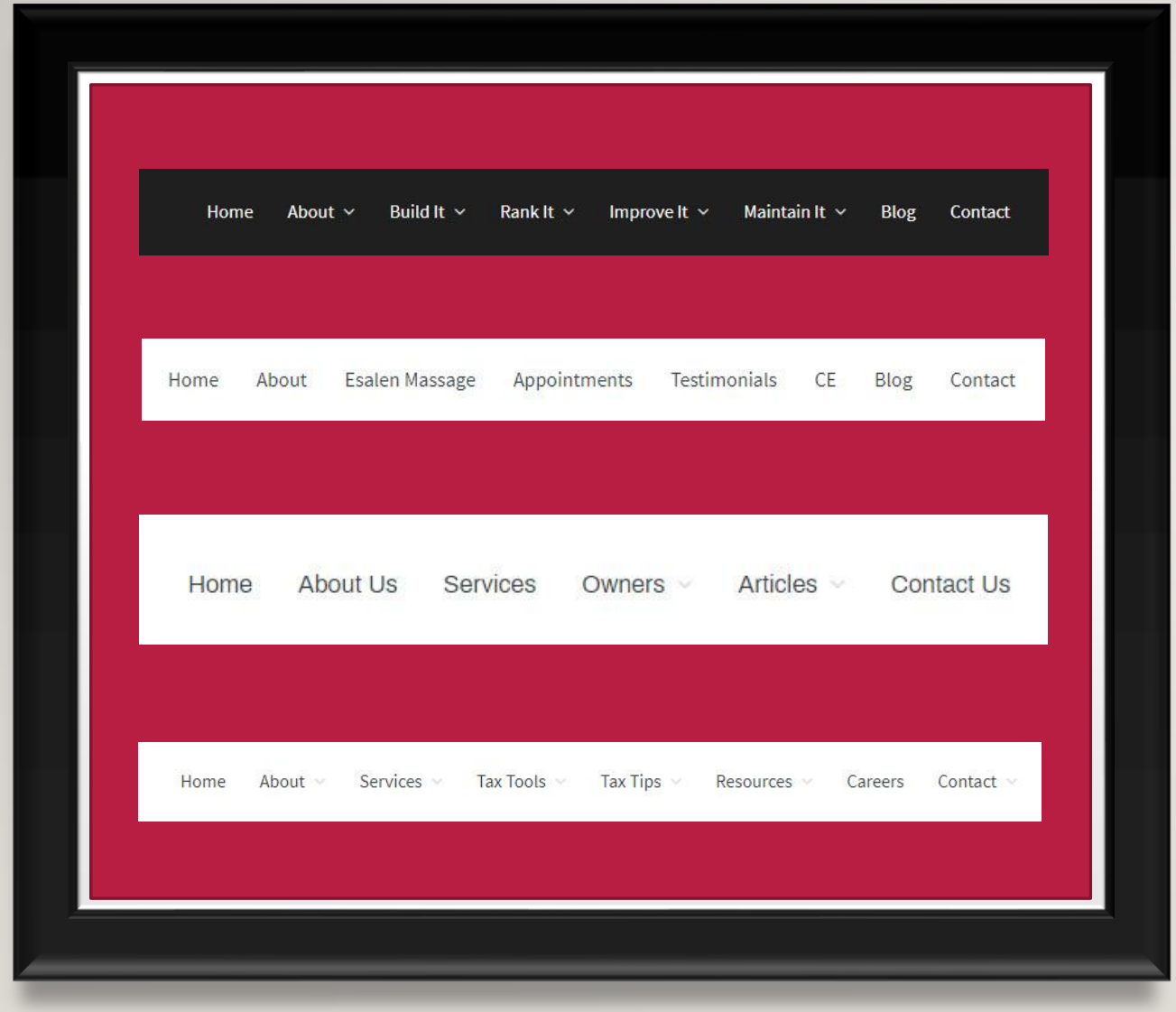
MK

THE IMPORTANCE OF NAVIGATION

MAKE IT EASY FOR USERS TO FIND WHAT THEY ARE LOOKING FOR



MINIMIZE THE NUMBER OF TOP-LEVEL TABS

- Home
- About
- Services/Product
- Testimonials
- Blog
- Contact Us

ORGANIZE THE NAVIGATION LOGICALLY. MAKE IT AS SIMPLE AS YOU CAN.

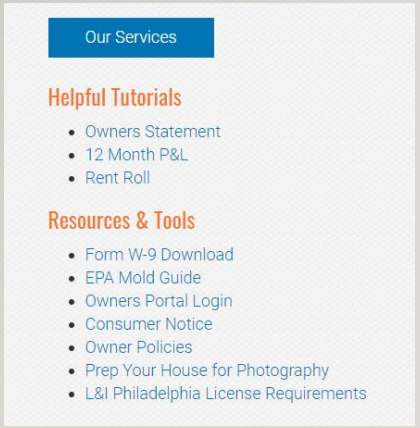
Trying to cram too many items into the top-level navigation bar makes it harder for users to find what they are looking for. When given too many choices, site visitors will choose to leave. Take the time to organize the navigation and dropdown choices so it is easy for visitors to find the information they are looking for.

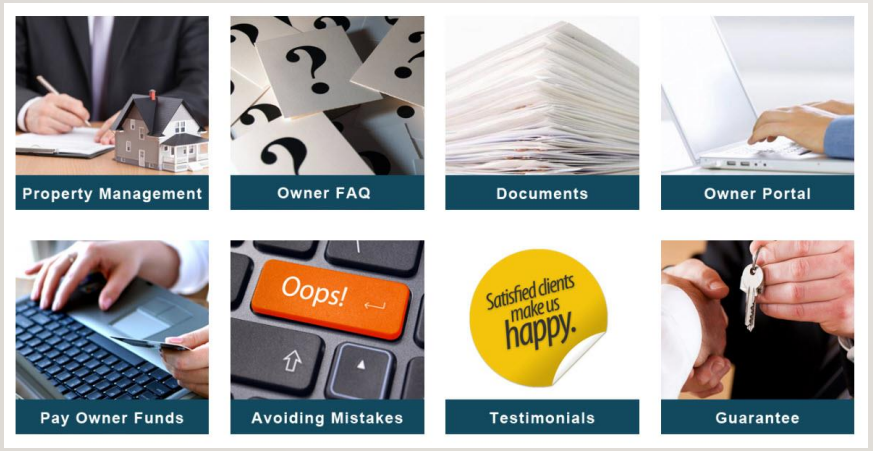
For example, if you don't want Testimonials on the top level, put it under the About tab. Anything about the company belongs under the About tab. This could include pages about staff , the company, and client testimonials.

If you have too many pages to fit in the drop down, consider making a resource page (main tab) that link out to all those pages.

A resource page can be done in a variety of ways:

- A simple list of links organized by topic
- Images that represent each resource
- A knowledge base type resource page.





Not everything needs to be in the navigation.

A simple navigation that makes it easy to direct the website visitor in the right direction in 1-2 seconds is best.

ASSIGNMENT:

Take a few minutes to look at your navigation menu as a visitor would and make any necessary adjustments that improve the user-friendliness of your website.