



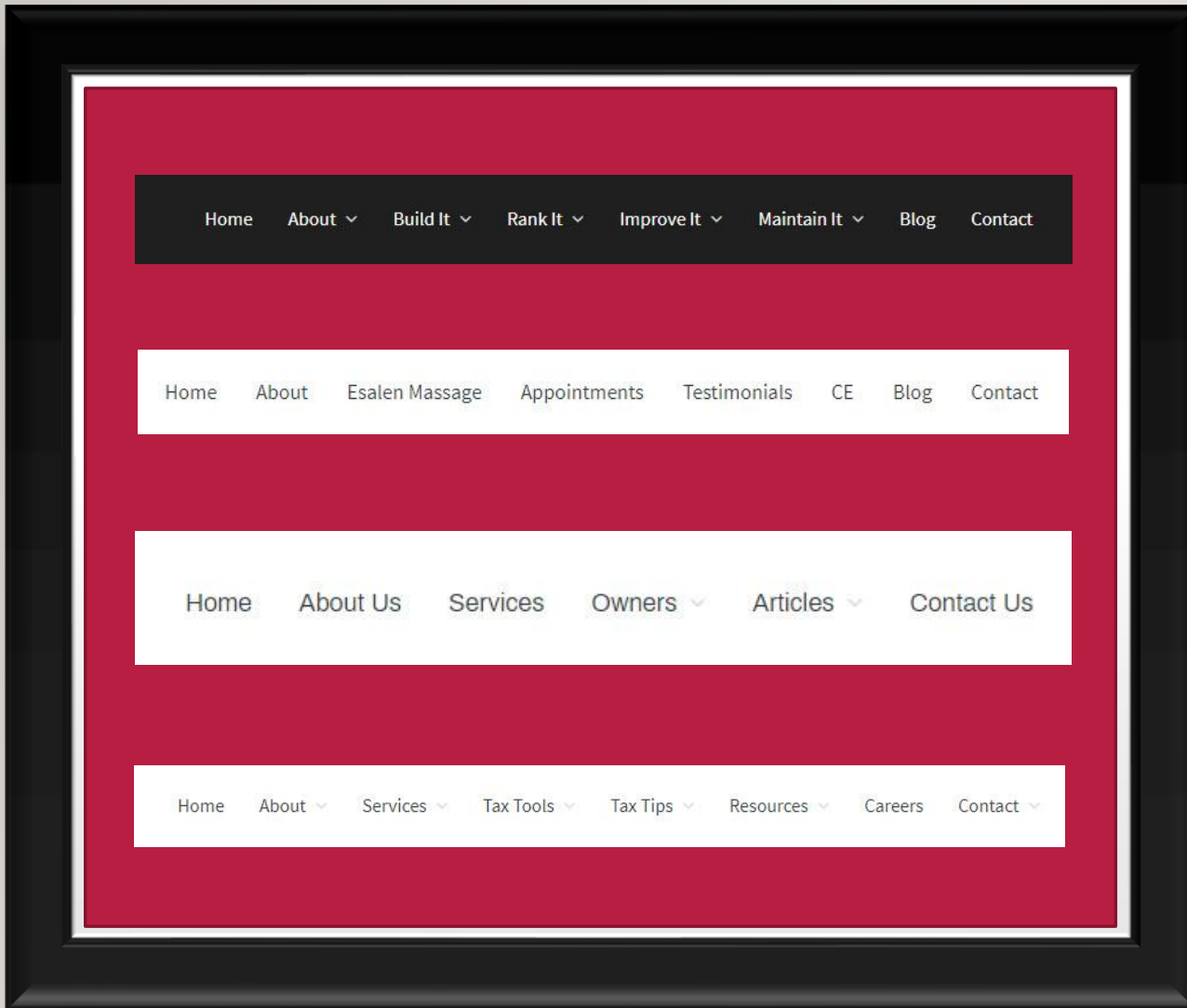
MMK

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.

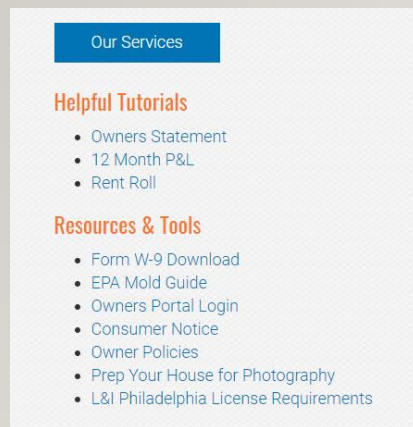
For example, if you don't want Testimonials on the top level, put it under the About tab. Anything about the company belongs under the About tab. This could include pages about staff , the company, and client testimonials.



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.



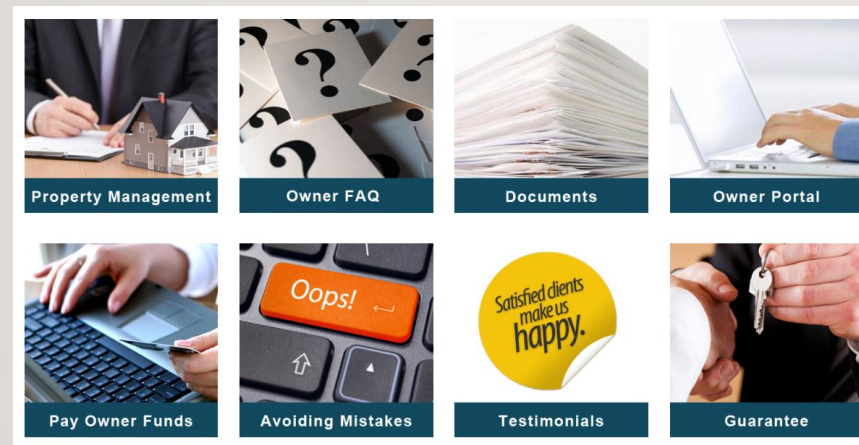
Our Services






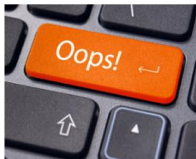


Helpful Tutorials

- Owners Statement
- 12 Month P&L
- Rent Roll

Resources & Tools

- Form W-9 Download
- EPA Mold Guide
- Owners Portal Login
- Consumer Notice
- Owner Policies
- Prep Your House for Photography
- L&I Philadelphia License Requirements



 Property Management	 Owner FAQ	 Documents	 Owner Portal
 Pay Owner Funds	 Avoiding Mistakes	 Testimonials	 Guarantee



Search Knowledge Base by Keyword

Search the documentation...

Search

Video	Video SEO	Outsourcing
<ul style="list-style-type: none">FREE TrainingCertified Internet VideographerHow Video Can Change Your BusinessThe Value of Offering Inspection Videos for Rental PropertiesThe Many Benefits of a Company Introduction VideoWhy You Can't Afford to Skip Video Tours - Webinar	<ul style="list-style-type: none">Video SEO Services for Property ManagersUsing Video to Improve SEO6 Reasons to Start Doing Video Tours in Your Property Management CompanyImproving Your Team's Video Tours With Training and FeedbackVideo, SEO, and Your Property Management Website <p>Show all articles (4)</p>	<ul style="list-style-type: none">Outsourcing - Get it Right the First TimeHow to Make Outsourcing Work at My BusinessA Property Management Owner's Journey with Implementing OutsourcingGiving 'The Little Guys' what Corporate America HasWindshield Time Vs Profit - Make Better Use of Your Time <p>Show all articles (1)</p>

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.

