

Navigation

A website visitor wants to find the information they are looking for as quickly and easily as possible. If they have to spend too long searching, they will simply move onto another website.

So, it's time to be really honest and look at your website to see what information needs to be there to match your customer's needs and how this is laid out to make it as easy as possible for them to find.

How easy is it to navigate my website?

What is your product or service?

What do most people use your website for?

Information Research a product Buy a product Find a store Product Comparisons

Entertainment Contact details Forum discussions Company History Other

How easily can people find what they are looking for?

What pages feature on your Main Menu?

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If you have a Side Menu, what pages feature?

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Is there any duplication in the menus? Yes No

If you are appealing to different customer groups (for example; Individuals, Companies and Trade) is it clear where each group can go to get what they need? Yes No

What solution can your company provide for a visitor's problem?

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Is this clearly communicated on your website? Yes No

Viewing your website from a customer perspective, in what ways could you simplify the navigation around your site?

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