

4 TIPS FOR DESIGNING YOUR WEBSITE NAVIGATION

A well-designed, intuitive navigation can boost the user experience significantly

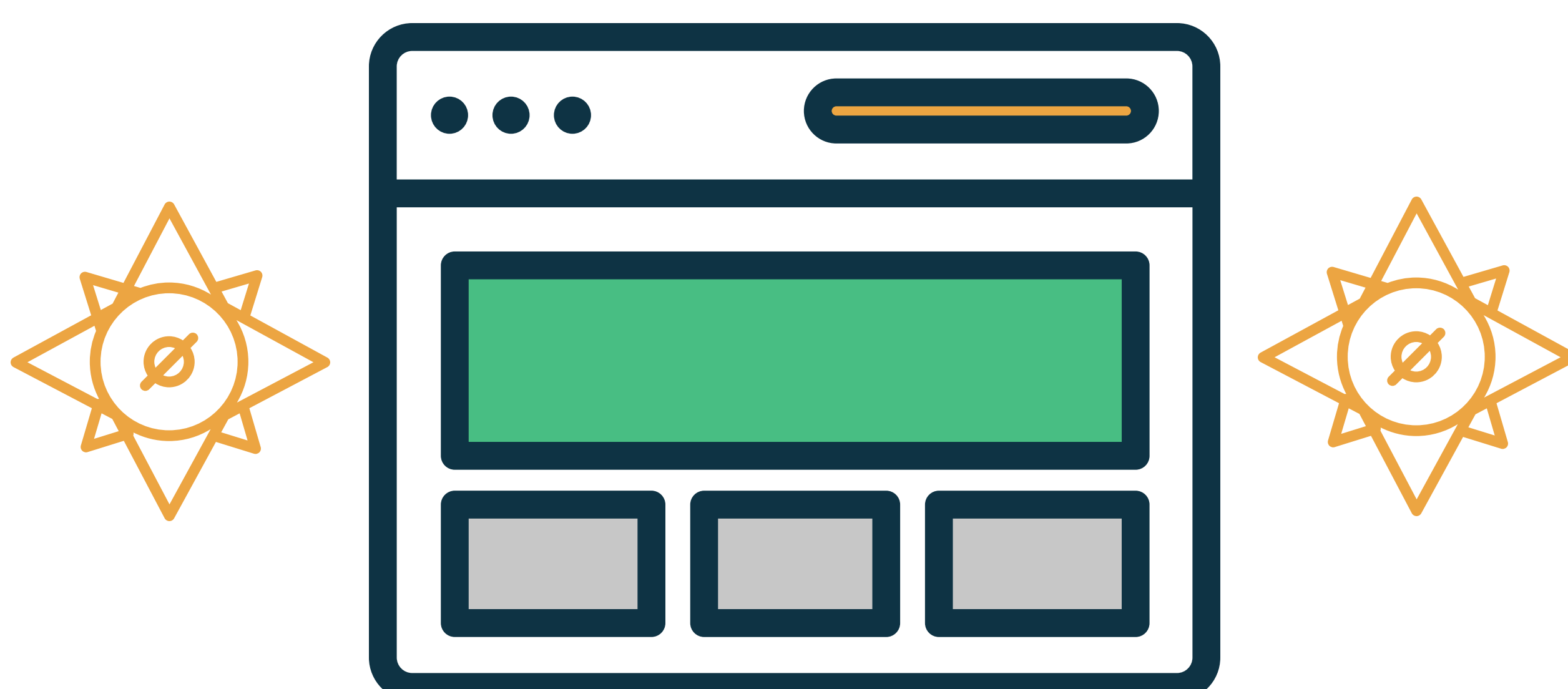
01. MEET USER EXPECTATIONS



While some areas of your website may include unique designs and non-standard features, your navigation should remain simple and predictable. By placing your navigation in a standard place, such as across the top of your site, users will be able to find it with ease.

Avoid placing your navigation in an obscure location, such as in the middle of the page, or in the bottom left-hand corner of the page. And, be sure to be consistent with where you place the navigation on each page of your website, so users don't have to waste time looking for it.

02. CLARIFY NAVIGATION LABELS



What will users find when they click on your "About Us" navigation label? Is it your company history? Or, is it information about your team members? Or, maybe it's a combination of both. If a page is about your team, then it should be called, "Our Team".

In some cases, it may make sense to have navigation label icons to further clarify what to expect. Be as specific as possible to your industry and the products and services you offer. Generic labels can be confusing and are just plain boring.

03. KEEP NAVIGATION SIMPLE



Average human short term memory can hold up to 7 items.



Therefore, it is best to have no more than 7 items in your navigation.



This way you can ensure the most important content is found.

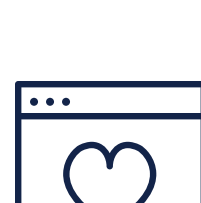


04. CONSIDER NAVIGATION ORDER



Not only do the number of labels in your navigation matter, but where they are placed is also important to consider. The most important labels should be placed at the ends of your navigation. Less important items can be placed in the middle.

For example, you may consider the products and services you offer to be more important than pricing, or information about your company history. Another important page would be the Contact page, but it makes the most sense to place this at the end of the navigation, after the user has had a chance to view other areas of the site.



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