

STEP 2 – SITEMAP

Now you've got a grasp of what you are trying to create, we can get more specific about how it's going to work. The flow of your website is important to users. You need to think about the journey people will go on from when they land on your site, to where you are trying to take them. For example, if it takes 10 clicks for someone to get to your 'Order' page, it's unlikely they'll ever make it.

That's where site maps come in to play. They help you visualise in a simple way how people will use your website. You don't need any fancy software to do this either, a pen and paper will do perfectly well.

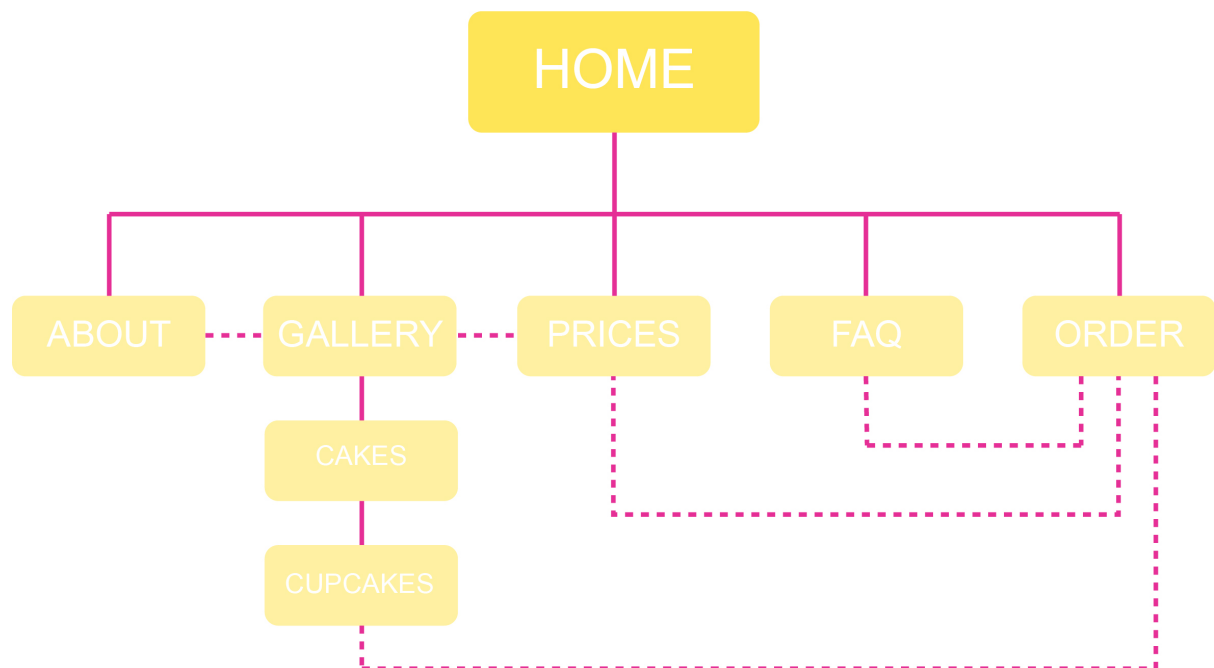
Below are a couple of visual examples.

If that's too much though, just think about it in steps. If your goal is to take someone to your order page, how is it likely they will get there.

HOME > PORTFOLIO > CUPCAKES > ORDER

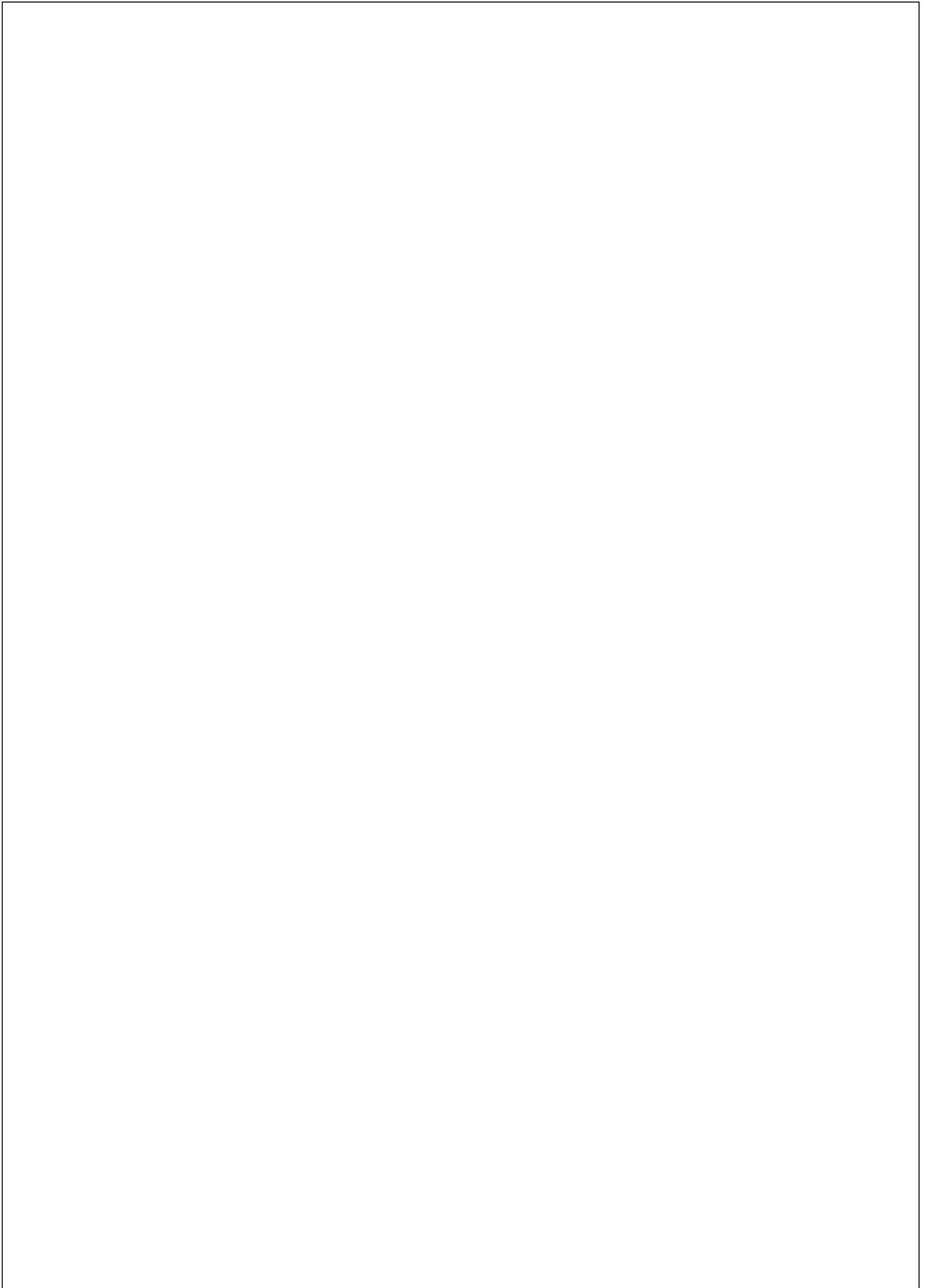
Or

HOME > BLOG > ORDER



SITE MAP

PRINT OUT, OR JUST USE A PAGE IN YOUR NOTEBOOK, AND SKETCH OUT YOUR OWN SITE MAP.

A large, empty rectangular box with a thin black border, intended for sketching a site map. It occupies the majority of the page below the instructions.