

**Top-level Menu Items**

Keep to a minimum (they have to fit across the screen)  
 A dropdown menu displaying submenu items is possible  
 'Home' menu item can be left out, if more room is needed

**First-level Content**

All available with one click from the main menu  
 Should be your most important, relevant content  
 Think about using images (they can liven a page up dramatically)

**Second-level Content**

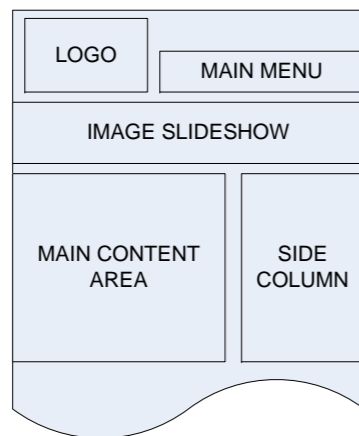
All available within two clicks from the main menu  
 All your first-level content should link to these items  
 Some of these items may be pop-up boxes, instead of new pages

**Third-level Content?**

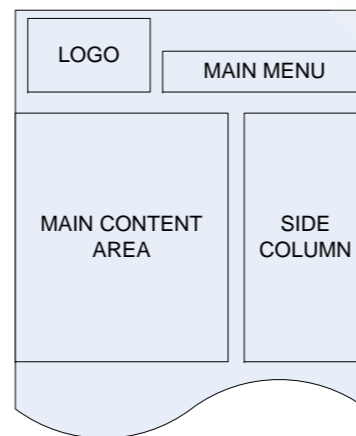
Should be avoided, except for content-heavy websites  
 A pop-up window in the second-level content area is probably more user-friendly

**Page Layouts**

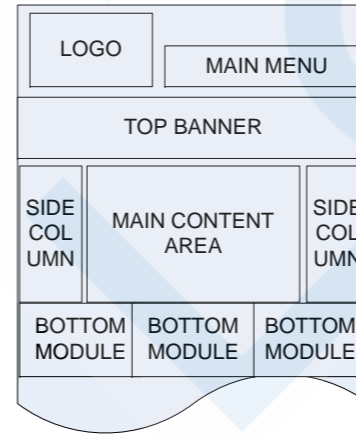
Every page can have a different layout  
 You can use different layouts to help ease navigation to second or third-level content (e.g. by providing a small box with relevant content in the side column, or by providing a submenu)  
 Layouts can be simple, or complex; but you don't want your pages to look too 'busy' - use your Menu A.I. in conjunction with your layouts to help keep your content accessible



Example Home Page



Other Page Layouts



Complex Layout