Website I.A. Plan v1.02 © 2013 www.elegantlogic.com.au **Top-level Menu Items** Keep to a minimum (they have to fit across the Home screen) A dropdown menu displaying submenu items is possible Your home page 'Home' menu item can requires some static be left out, if more room content that talks about is needed you/your product/your service. You should Use this to flesh-out include relevant keywhat content will go on phrases so that Google this page. et al can index those words, and users can Use notes to save then consequently find space, but reference **First-level Content** you by typing them in. your own documents which contain the actual All available with one It is a good place to content. click from the main menu have some regularly Should be your most updated content (like a Be sure to make a list of important, relevant news feed). important links that will content be on this page. Think about using Usually websites have Consider if a submenu images (they can liven a an attractive hi-res is required (and if so, page up dramatically) image on this page, or a what will be the menu series of images in a items?) slideshow. This can give a really good impression, but the photos must be of good **Second-level Content** quality. All available within two clicks from the main menu All your first-level content should link to Content linked to can go in these these items from previous Some of these items may be pop-up boxes, instead of new pages to save space **Third-level Content?** Should be avoided, except for content-heavy websites A pop-up window in the second-level content area is **Page Layouts** probably more user-friendly LOGO LOGO LOGO MAIN MENU MAIN MENU MAIN MENU Every page can have a different layout You can use different layouts to help TOP BANNER **IMAGE SLIDESHOW** ease navigation to second or third-level **Complex Layout** content (e.g. by providing a small box SIDE SIDE with relevant content in the side MAIN CONTENT MAIN CONTENT SIDE COL COL COLUMN column, or by providing a submenu) **AREA** MAIN CONTENT SIDE UMN UMN COLUMN Layouts can be simple, or complex; but AREA you don't want your pages to look too BOTTOM BOTTOM BOTTOM 'busy' - use your Menu A.I. in MODULE MODULE MODULE conjunction with your layouts to help keep your content accessible