

# Website Structure Checklist

## 1. Logical Structure

- 1 ■ Create a full content inventory.
- 2 ■ Group pages into logical categories.
- 3 ■ Follow the 'Hub and Spoke' model.
- 4 ■ Keep hierarchy flat (3-click rule).

## 2. Main Menu

- 1 ■ Keep 5–7 top-level items.
- 2 ■ Use clear, familiar labels.
- 3 ■ Add dropdowns for sub-pages.
- 4 ■ Align business and user goals.

## 3. Domains and URLs

- 1 ■ Prefer subdirectories over subdomains.
- 2 ■ Keep URLs short and descriptive.
- 3 ■ Use logical folder hierarchy.
- 4 ■ Include keywords naturally in URLs.

## 4. Navigation Best Practices

- 1 ■ Keep menu location consistent.
- 2 ■ Avoid hiding key links.
- 3 ■ Optimize vertical menu for mobile.
- 4 ■ Test navigation on multiple devices.

## 5. Audit and Improvement

- 1 ■ Export all site URLs for review.
- 2 ■ Check click-depth for key pages.
- 3 ■ Identify and fix orphan pages.
- 4 ■ Run quarterly navigation audits.

■ Use this interactive checklist to plan, test, and improve your website structure step by step.