



The Secrets To A Better Website: Navigation

by Narek Gabrielyan

Introduction

Importance of the latter:

One of the primary implications of a well organized / good website, is to keep your visitors in the website. A website is definitely created for a purpose, unless intended for personal use, which is the minority. For example, a portfolio website would want to be visited and it's content viewed.

For companies and Internet businesses, your website certainly aims to provide product information, to make sales, or somewhat similar. However, most people no doubt prefer visually captivating designs, so on and so forth. It is undeniable that this causes no harm, but one must put himself/herself in other people's shoes, as to understand how a visitor to the website might think, do and react.



1) Navigation

As I said, a web designer has to learn how to think the way your visitors think.

Situation A: Website with good navigation (2-3 hyperlinks to target page), well planned in terms of placement, and design.

Situation B: Website with poor navigation (takes forever for the visitor to reach his/her target page), hard-to-read navigation fonts and poor placement of the navigation buttons/bar.

In **Situation A**, a visitor will always want to be able to access his/her target page. For example, the individual comes across your website, and is interested in the product sold, but wants to find more information. He/she finds the navigation with no trouble, and enters the particular product information page.



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As for **Situation B**, a visitor stumbles into the website, and would also like to find out more information about the product. Unfortunately, due to bad placement and fanciful font-types, the visitor takes forever, or even fails to find the navigation bar. Even when he/she does so, links to the product information are nowhere to be found, (example: home > about > products > product image > etc...[a few more clicks] > product information).

Analysis: In both situations, wouldn't a website with characteristics similar to the Situation A be more rewarding ergo better?