

Make your site easier to navigate

Navigation is very important for search engines

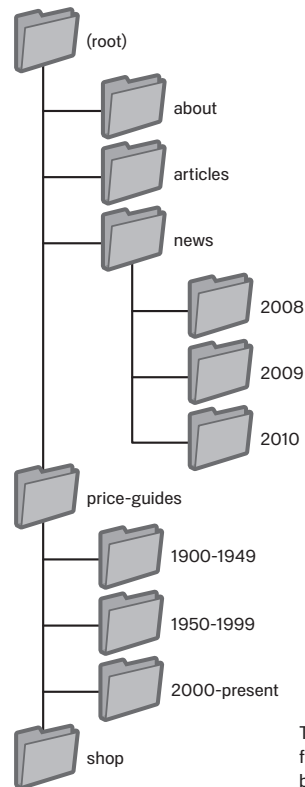
The navigation of a website is important in helping visitors quickly find the content they want. It can also help search engines understand what content the webmaster thinks is important. Although Google's search results are provided at a page level, Google also likes to have a sense of what role a page plays in the bigger picture of the site.

Plan out your navigation based on your homepage

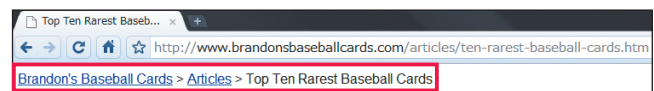
All sites have a home or "root" page, which is usually the most frequented page on the site and the starting place of navigation for many visitors. Unless your site has only a handful of pages, **you should think about how visitors will go from a general page (your root page) to a page containing more specific content.** Do you have enough pages around a specific topic area that it would make sense to create a page describing these related pages (e.g. root page -> related topic listing -> specific topic)? Do you have hundreds of different products that need to be classified under multiple category and subcategory pages?

Ensure more convenience for users by using 'breadcrumb lists'

A breadcrumb is a row of internal links at the top or bottom of the page that **allows visitors to quickly navigate back to a previous section or the root page** (1). Many breadcrumbs have the most general page (usually the root page) as the first, left-most link and list the more specific sections out to the right.



The directory structure for our small website on baseball cards.



(1) Breadcrumb links appearing on a deeper article page on our site.

Glossary

404 ("page not found" error)

An HTTP status code (see page 12). It means that the server could not find the web page requested by the browser.

XML Sitemap

A list of the pages on a particular website. By creating and sending this list, you are able to notify Google of all pages on a website, including any URLs that may have been undetected by Google's regular crawling process.