Navigation Checklist

Website: _____

Organizing and Labeling Content:

☐ **Define your audience and site purpose**
☐ **Audit your existing content by topic**
☐ **Account for all content**

Website Topics:

✔ Main Navigation:

☐ **Approach all decisions from the audience's perspective**
☐ **Choose between 3 - 7 topics for your main navigation**
☐ **Ensure that labels are free from jargon**
☐ **Group pages within topics so that someone unfamiliar with your organization would understand**
☐ **All labels are consistent and follow the same format**
☐ **Include pages most important to your target audience**

✔ Utility Navigation:

☐ **Use for call-to-action or lower priority links**
　　　Calls-to-action (visit, apply, donate, request info)
　　　Lower priority links (news, events, people)
　　　Audiences (parents, faculty and staff, alumni)

✔ Footer Navigation:

☐ **Use primary footer menu to direct users to take immediate action - limit to 6 (request info, apply, visit, etc.)**
☐ **Use quick links footer menu to direct users to addition pages with less emphasis than main navigation - limit to 9**