

A modern workspace setup featuring a laptop and a large monitor on a desk. The laptop screen displays a dashboard with various charts and data. The monitor shows a scenic landscape with the text "WORKHARD ANYWHERE". A desk lamp is positioned above the laptop, and several potted plants are scattered around the desk, including a tall plant in a glass vase and a small succulent in a grey pot. A white water bottle is also visible on the desk.

**20 minute webinar**

# **Organizing Your Content - A Guide to Navigation**

IOWA STATE UNIVERSITY

# Web Style and Story Guide

[Download Style Guide >](#)



**Website Navigation refers to the menus on a site that directs visitors to where the most important content is located.**

Main menu, utility menu, footer

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# Organize

- Consider your audience and site goals
- Audit existing content
- Plan new content

## Website Purpose and Audience Sheets

[CALs/LAS Web Resources >](#)

[View Blog >](#)

The image displays two overlapping forms used for website planning. The top form, titled 'WEBSITE PURPOSE', contains a header instruction: 'Our content should [purpose] and help audiences feel [adjective, adjective] so they can [visitor goal]'. Below this are three columns for 'What do you do:', 'How do you do it:', and 'Why do you do it:'. The bottom form, titled 'AUDIENCE PERSONAS', includes sections for 'Persona group:', 'Profile name:', 'Age:', 'Gender:', 'Occupation:', 'Website:', 'Values:', 'Environments:', 'Influences:', 'Obstacles:', and 'Website needs:'. The bottom right corner of the 'AUDIENCE PERSONAS' form is labeled 'CALs/LAS WEB TEAM'.

**It is more likely a visitor will arrive thinking “How do I pay my tuition bill?” than “I am a current student”**

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Cost and Billing >



Info for Current Student >





## Main Navigation

- Use 3–7 categories **most important to your audiences**
- Label consistently
  - Bachelor's Degrees and Master's Degrees
  - Undergraduate Programs and Graduate Programs
  - Apply, Contact, Donate
- Link only to pages on your website
  - External links to new sites or ISU subdomains should be linked within page content
  - PDFs, Docx, Excl should be linked within page content

# Utility Navigation

Use for 1 of the following:

- Calls to action (visit, apply, donate, request info)
- Lower priority links (news, events, people)
- Audience (parents, faculty and staff, alumni)

Admissions Request Info Visit Give Info For... ▼ Sign Ons

IOWA STATE UNIVERSITY

College of Agriculture and  
Life Sciences

Academics ▼

Learn by Doing ▼

Life at CALS ▼

Research ▼

About ▼

CALS students excel  
inside and outside  
the classroom

View photos

# Footer Navigation

IOWA STATE UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

## Quick Links

### Quick Links

[A-Z Index](#)

[Directory](#)

[Diversity and  
Inclusion](#)  
[Farms](#)

[Global Programs](#)  
[Online Learning](#)

## Primary



[Admissions](#)

[Visit](#)

[Request Info](#)

[Give](#)

138 Curtiss Hall  
513 Farm House Lane  
Ames, IA 50011-1050

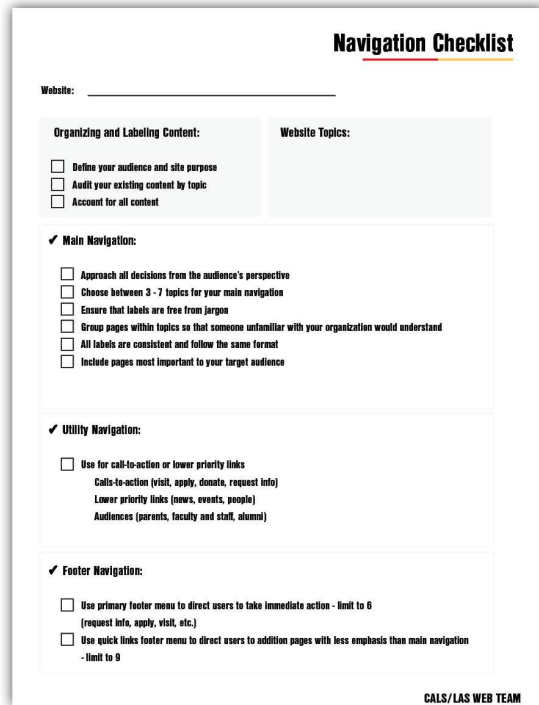
[cals@iastate.edu](mailto:cals@iastate.edu)  
Phone: [515-294-2518](tel:515-294-2518)



# Checklist

- ❑ Account for all content
- ❑ Feature most important content to audience
- ❑ Use jargon-free links
- ❑ Use consistent labels
- ❑ Include only links to your site

[Download Checklist >](#)



The image shows a 'Navigation Checklist' form. At the top right is the title 'Navigation Checklist' with a red and yellow underline. Below the title is a line for 'Website:'. The form is divided into two main columns. The left column is titled 'Organizing and Labeling Content:' and contains three checkboxes: 'Define your audience and site purpose', 'Audit your existing content by topic', and 'Account for all content'. The right column is titled 'Website Topics:' and is currently empty. Below these columns are three sections, each with a checked checkbox icon and a title. The first section is 'Main Navigation:' and contains five checkboxes: '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', and 'All labels are consistent and follow the same format'. The second section is 'Utility Navigation:' and contains one checkbox: 'Use for call-to-action or lower priority links', with sub-points 'Calls-to-action (visit, apply, donate, request info)', 'Lower priority links (news, events, people)', and 'Audiences (parents, faculty and staff, alumni)'. The third section is 'Footer Navigation:' and contains two checkboxes: 'Use primary footer menu to direct users to take immediate action - limit to 6 (request info, apply, visit, etc.)' and 'Use quick links footer menu to direct users to additional pages with less emphasis than main navigation - limit to 9'. At the bottom right of the form is the text 'CALS/LAS WEB TEAM'.

**Navigation Checklist**

Website: \_\_\_\_\_

Organizing and Labeling Content:	Website Topics:
<input type="checkbox"/> Define your audience and site purpose <input type="checkbox"/> Audit your existing content by topic <input type="checkbox"/> Account for all content	

✓ **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 additional pages with less emphasis than main navigation - limit to 9

CALS/LAS WEB TEAM



## Navigation Review

- Show your navigation to peers and potential audience members for feedback
- Review you analytics
  - Change wording
  - Change location
  - Increase visibility/contrast

# The CALS/LAS Team



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Strategic Lead



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