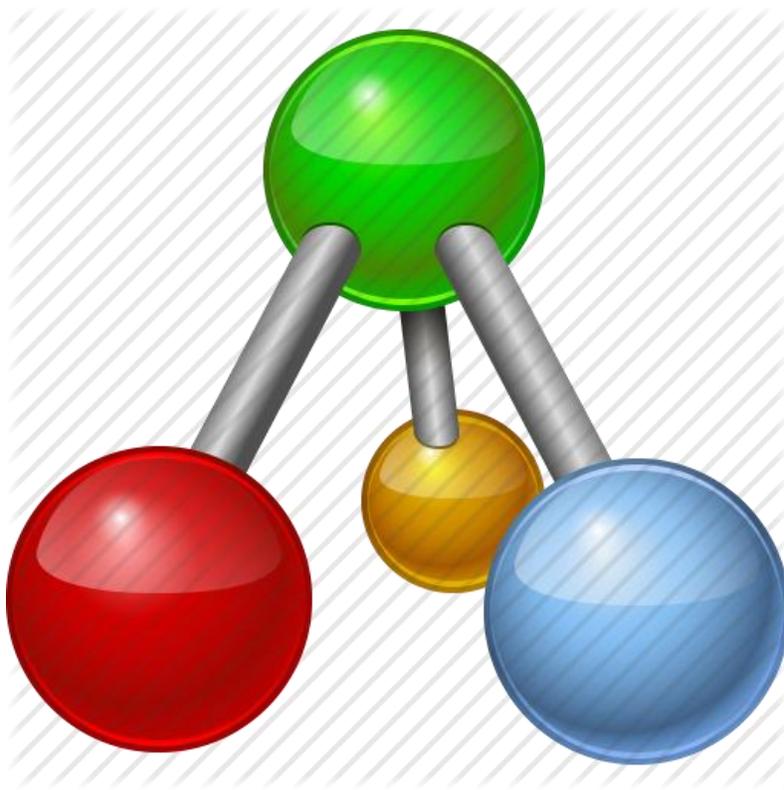




WebAuthorings.com

Site Structure



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Let's assume the color schemes have been selected, the template design is in place and you're ready for the content. Whether you're taking on the web building task yourself or working with a designer or webmaster, the best way to start is by organizing your thoughts, wants and wishes.

Structuring or restructuring your website is the most important thing you can do to help ensure success. I've always found the best way to accomplish this often mundane task is by creating an old fashioned outline. I actually use a pencil and notebook...yes...old school...and layout the areas of the site in this manner.

The sample outline below shows the general layout that can work well for almost any website.

- I. Home page
- II. About us
- III. Services
- IV. Media
- V. Testimonials
- VI. Contact

The simple outline above is actually the basic "Navigation System" of your website! The names we choose will serve as page names. The order in which they are numbered will serve as the order of the pages.

The design elements of your website and of course, your personal taste, will dictate whether your main navigation will be in a vertical position as the above example, or in a horizontal position that runs across the top of your website.

Home Page | About Us | Services | Media | Testimonials | Contact

Once the main categories are created, subcategories are written.

- I. Home page
- II. About us
 - A. Company Bio/History
 - B. The Staff
 - 1. The CEO
 - 2. The VP
 - 3. Office Staff
 - a. Cindy
 - b. Jan
 - c. Marsha
- III. Services
 - A. First Service
 - B. Second Service
 - C. Third Service
- IV. Media
 - A. Photo Galleries
 - B. Video Galleries
 - C. Audio Galleries
- V. Testimonials
- VI. Contact

While "About Us" shows an example of multi-level categories, it is advisable that you limit it to no more than 3 or 4 levels deep.

Now we're to the point where content and other elements such as graphics, video and images are added to the mix.



The beautiful thing about the utilizing a CMS to manage your content is that you can very easily change the structure of your site at any time. You can also scale it to grow along with your needs and business.

These are the very basic essentials that will structure your online presence which will ultimately lead you to running a successful website.

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