Shallow vs Deep Website Structure

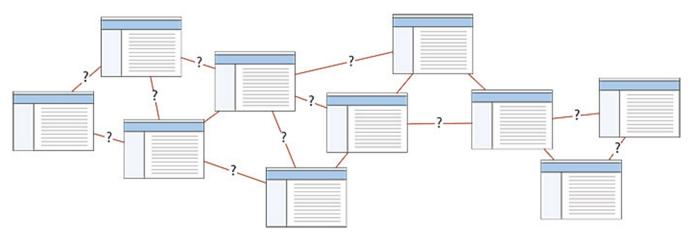


Figure 1.1 - Don't weave a confusing web of pages for the user to navigate through. Organzie your website in a way that will allow the user to easily and comfortability seek the information they desire.

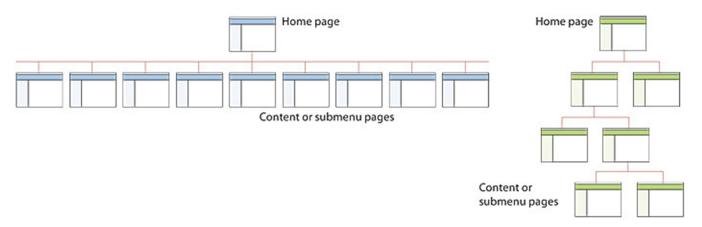


Figure 2.1 - If your site structure is too shallow (left) you may end up with a cumbersome menu. On the other hand, a site structure with multiple layers of nested menus may cause the user confusion.

a. Simple hub-and-spoke structure

b. More complex hierarchy

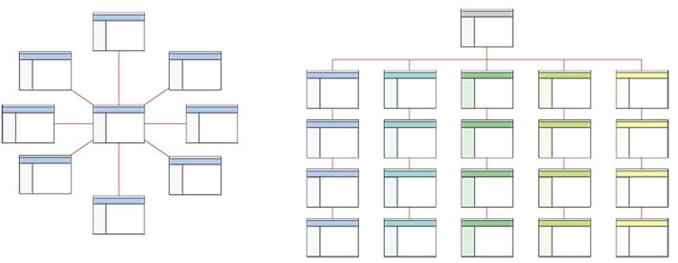


Figure 1.3 - For simple and easy to understand navigation, many employ the wheel-and-spoke configuration (left) with an array of pages stemming from a central Home page. For more complex sites which require seperate sectors, the Tree structure (right) is best as long as there is global navigation provided for users to easily navigate between sectors.