

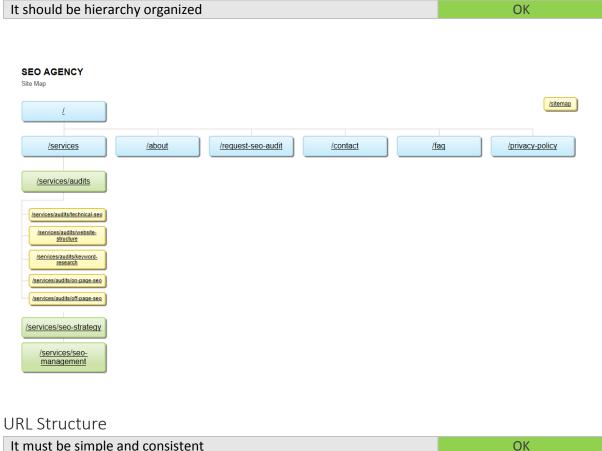
Website Structure

Marin Popov 30.11.2020

Website Structure

Overall Structure

Website Structure



te made de dimple and considerit	O.K
Page Depth	
No more than 3 clicks (5 or big sites)	OK
Orphan Pages	
They should NOT exist	ОК

Internal linking

The linking should be natural, created with the reader in mind, not just rankings. Not more than 100 on page.

Home Page

The Main Menu to link to Categories and only to the very important	
Subcategories. The Subcategories to be linked in the content using key	21
phrase in the anchor text.	

Website Structure

Other Pages

The number of the links should be higher than on the home page	e OK

Navigations

Navigating should be easy and to follow the business objectives.

Main navigation

It should exist	ОК

Secondary Navigation

Shows other pages on the same level and improves the user experience.

It should exist	Missing
Bottom navigation	
It should exist	OK
Breadcrumbs	
It should exist	OK
Structured Data	
Site Navigation Schema	
It should exist	OK

Suggestions

It should exist

Breadcrumbs Markup

• Create secondary navigations. Important.