Website Structure

Marin Popov

30.11.2020

Website Structure

Overall Structure

Website Structure

It should be hierarchy organized	OK

SEO AGENCY
Site Map

URL Structure

It must be simple and consistent	OK

Page Depth

No more than 3 clicks (5 or big sites)	OK

Orphan Pages

They should NOT exist	OK

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 phrase in the anchor text.	21

Website Structure

Other Pages

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

Navigations

Navigating should be easy and to follow the business objectives.

Main navigation

It should exist	OK

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

Breadcrumbs Markup

It should exist	OK

Suggestions

- Create secondary navigations. **Important.**