



Lorelle's WordPress School: Site Structure and Organization Chart

This site structure and organization chart is designed to help you structure the content of your WordPress site. It is divided into two sections, Before and After. If you do not currently have a site, skip the Before section.

The key to this worksheet is to identify the key content components of your site for user navigation. Navigation menus are found in the header, sidebar(s) and footer.

Consider the journey a visitor takes to your site. What will a visitor see when they arrive? Will they land on the right content? Be directed to other content if this isn't quite the right answer? How? Where? What if they want to know more about you and your site. Can they find it easily without hunting? Do the content titles make sense immediately?

What about fans, loyal readers who keep coming back for more. How do they interact with your site? Where do they visit often? Are there ways you can make their journey through your site easier?

Are there web pages you wish to direct visitors to on your site? Can they easily find how to contact you if they have a question or wish to give you money for products and services? Can they find your site policies? Do you have landing pages, web pages that direct a visitor to a specific action such as signing up for email notifications and subscriptions?

As you parse all the parts of your site, remember that your journey through your site is not the same as someone new to the site, or even an experienced visitor. Think about it from their perspective and make it as easy as possible for them to find the information they want and need.

I highly recommend using sticky notes spread out on a large piece of paper with the names of your key content titles on them. Place them in the order as would be found on your site. Move items around and group redundant content to streamline the navigation of your site.

For more information, see Lorelle's WordPress School and Blog Exercises on her site, <http://lorelle.wordpress.com>.



Ideas/Suggestions

As you work through this process, you will generate ideas for articles and tasks to complete on your site. List them here. Use additional paper if truly inspired by the process.

Done	Idea/Suggestion	Delegation



Done	Idea/Suggestion	Delegation

NOTES:

1. Not all sites offer events. Some call this Page “Calendar” or use the Events category instead.
2. Policies are specific to the needs of the site. These are typical site policies.
3. The Subscription Page features subscription options such as email subscriptions, feeds, newsletters, etc.
4. The Contact Page may feature the contact form and the location information, or the location information maybe on a separate Page.
5. Additional navigation menus may not feature all of the items on the primary navigation, or list items that do not appear on the primary navigation. Don’t assume. Be specific which what navigation items appear where.
6. A well-developed site features 5-7 categories, and rarely more than 12. This does not include subcategories.