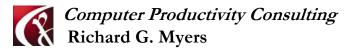


Site Architecture

What it is and what it means to you as a web master.





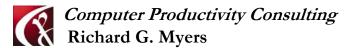
Physical vs. Functional

- Physical structure
 - refers to the directory structure of the site.
- Functional structure
 - refers to the navigational structure of the site.



Physical Structure

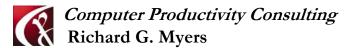
- Directories create possibilities for keyword emphasis.
 - Physical structure is reflected in URL's of pages.
- Structure can affect search engine coverage.
 - Search engines may not crawl deeply embedded pages.





Functional Structure

- Contributes to ease of use by visitors.
- Can be used to enhance page rank of selected pages within site.
- Assists search engine spiders in finding pages within the site.





Navigation Principles

- Aim is to provide easy to use, succinct path for your site visitors to follow.
- You want them to access content using the fewest possible mouse clicks - no more than three clicks in fact.
- Known as the 'three click rule': any page within a site should be no more than three clicks from the home page.

