



Site Architecture

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



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Physical vs. Functional

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



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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.



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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.**



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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.**



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