unpickle

User-friendly navigation checklist

The location of information on your site has great impact on how a user interacts with it. Effective, simple navigation enhances user experience, keeps visitors engaged, and significantly increases the likelihood of converting a website visitor into a client. Clear and intuitive navigation is crucial for retaining visitors and ensuring they find what they need quickly and easily.

Quick actions you can do today:

☐ **Organise your site structure.**
The clearer your site structure is, the easier users will navigate it. View your site with fresh eyes and ensure menus, headings and information is clear and ordered logically.

☐ **Check if your site is mobile-friendly.**
People mostly view websites on the go these days, meaning those that are not optimised for mobile are getting left behind, by Google and by potential clients. Test your site on various devices (phone, tablet, desktop) to see its responsiveness.

☐ **Increase the size of elements and space.**
Whilst small might look nice, often larger is better for visibility and accessibility. Ensure key elements like buttons and 'call to actions' are big enough. Create space around elements, so it's less over-stimulating and the key information is highlighted.

☐ **Maintain design consistency.**
Use the same layout and design styles throughout your site to prevent confusion and enhance usability. Consistency in design helps users navigate more intuitively.

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