

4.1 Make it Easy to Navigate

REVIEW:

Watch out for these 3 things in your navigation menu:

- Unnecessary drop-downs. Consolidate information and use links *on the page* where you can.
- Cutesy or clever names. Be clearer than clear. If people don't know what it is, they won't click.
- "Kitchen-sinking" - throwing too many pages on the menu. Keep the number of pages to a minimum or people will get overwhelmed and bounce.

YOUR HOMEWORK:

- Grade your own navigation menu and make any necessary changes.
*Keep the "A Team" in the top navigation
(Home, About, Blog, Work with Me, Giving Back, Social Proof).*

*The "Special Team" can go in the bottom navigation or the footer
(Contact, Resources, Legal, etc.).*

Be a great host. Make it easy for visitors to navigate your digi-home.