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When you plan to build a new website, you need to concentrate on every single aspect of it. It is true that design and functionality of a website, are the two important factors that you should pay special attention to. A beautifully designed website without user-friendly navigation is worthless. It is important to focus on the navigation of your website. Here are some tips that will help to design an easily accessible website.

Think like a user

When you design a website, always keep users in mind. Identify the pages that users visit the most. According to a research, users visit “About Us,” “Services” and “Contact Us” pages. You can make these pages as easy to navigate as possible. You can also include these links in the main menu, so that users can view them directly.

Link location

Users visit a website from top-to-bottom and right-to-left. You can either select a horizontal or a vertical menu bar and you can keep all the links below the header area. It basically depends on the design and what do you want to highlight in your website.

Homepage

Homepage is the main page of your website. It contains all the important links to help users navigate their desired location. It is important that you provide homepage link on every webpage so that users can easily reach to it within your website.

Organize links properly

Organize your website properly. Categorize the similar pages and link them under the same tab. When users look for particular information, they don't have to dig too deep in your website. For instance, if you are offering internet marketing services, SEO, SMM, SEM and PPC will come under the same tab.

Sitemap and search box

Don't forget to include a sitemap and search box in your website. Sitemaps provide the information about all the webpages in your website. Sitemaps help users to navigate your website easily. Search box allows users to search for the information within a website. It is also a quick way to reach to a desired location directly.

Along with above points, also try to lessen up the number of clicks. You can also provide the most popular links of your website in the header and side bar area.

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