



Site Map Brainstorming

Step 1: Define your goals

What is every possible thing your website could do to benefit you? Once you have these ideas, rank them in order of importance, so you'll know how to prioritize the different sections of your site later.

Step 2: Consider your visitor's goals

Write down your visitor's goals when they reach your website. What interests them, what is helpful, what are they looking for?

Step 3: Brainstorm your pages

It's fine to include anything at this stage, and you want to be sure you don't leave out any page you may end up needing. How do you plan to grow? For shops, consider product categories carefully: striking a balance between too few and too many should be your goal.

Step 4: Narrow it down

For every page above, consider if it directly helps you with your goals, or helps your customer with her goals. If not, cross it off the list.