

## Example Sitemap

A site works best when it only has about 8-10 top level items in the sitemap (like Home, Contact Us, etc.) You should use words for your products or services which are the same as a potential client might use if possible and avoid industry jargon. Your menu item titles need to be as brief as possible, especially at the top level – the longer they are, the fewer items you can fit in.

A website doesn't need to contain all of these items, but these are some examples of things websites commonly include.

1. Home (May include a slider, boxes highlighting products, a map, a link to testimonials, etc. The point is to get people to click on something to go deeper into the site.)
2. Services/Products
  - a. Product or Service
    - i. Case Study
    - ii. Whitepaper
    - iii. eBook
  - b. Product or Service
  - c. Category of Service
    - i. Product or Service
    - ii. Product or Service
  - d. Product or Service
3. Events Schedule
4. Gallery
5. About Us
  - a. Testimonials
  - b. Client Information/Instructions
6. Blog/Newsletter
  - a. Article
  - b. Article
  - c. Article
7. Contact Us (May include contact information, a map to the business, social media links, a form)

