

# Information Architecture

Help users meet their goals  
by making your content  
findable and  
understandable.

---

# What this is:

- This workshop is a brief educational presentation that focuses on design concepts and skills.
- We will focus on a discussion of best practices, rather than hands-on tutorials.
- Please contact me (Dawn Pedersen) for one-on-one, hands-on training specific to your needs.

# What is Information Architecture?

“The organization, search, and navigation systems that help people to complete tasks, find what they need, and understand what they’ve found.”

– Peter Morville

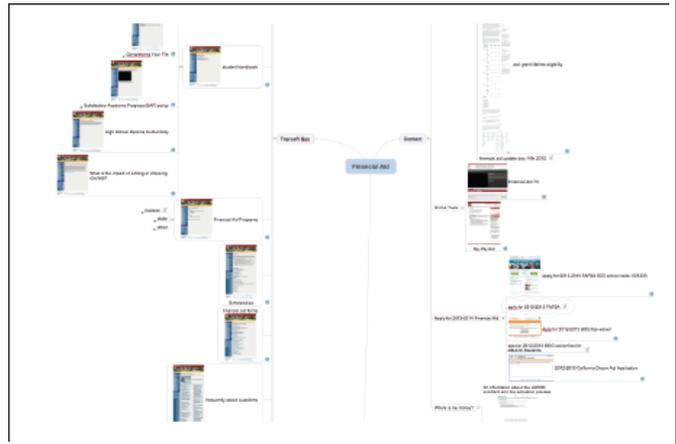
## Hotels

Where   Check in   Check out  1 room, 2 guests   [More options ▼](#)

# What is Information Architecture?

“An information architect will look at the business’s needs, the end user’s habits, what technology has to offer, and then create a blueprint for how to organize the Web site so that it will meet all these needs.”

– *Information Architecture: Blueprints for the Web* (2009)  
by Christina Wodtke and Austin Govella



# What is Information Architecture?

IA is first and foremost about *findability*—the quality of a system or object that makes it easy for people to find it when they need it.



Mac

iPad

iPhone

Watch

TV

Music

Support



# Purpose

Ask yourself:

- Why does *this* website need to exist?
- What do we have of value to the *user*?

The answers to these questions will inform your IA design choices.



# The IA Mindset

Information Architecture is driven by **empathy for the user.**





# Wayfinding

Wayfinding is how people learn:

- Where they are.
- Where the things are that they are looking for.
- How they can get to those things.



# Wayfinding

Let's say you parachuted into an unfamiliar city, unequipped with a GPS device.

How would you find out where you were, and what your next options are?



# Wayfinding

Falling into the middle of a site from a Google search or Facebook link is kind of like parachuting into a city.

## City Employment - City of Sacramento

[www.cityofsacramento.org/HR/Career-Opportunities](http://www.cityofsacramento.org/HR/Career-Opportunities) ▾ Sacramento ▾  
City Employment. Employment Office Historic City Hall 915 I Street, Plaza Level  
Sacramento, CA 95814. Phone: 916-808-5726. Hours: 8:00 AM to 5:00 PM ...

## Online Services - City of Sacramento

[www.cityofsacramento.org/Online-Services](http://www.cityofsacramento.org/Online-Services) ▾ Sacramento ▾  
A collection of Online Services from the City of Sacramento including Bid Center, 311, Animals and Pets, Parking, Maps.

## Departments - City of Sacramento

[www.cityofsacramento.org/City-Hall/Departments](http://www.cityofsacramento.org/City-Hall/Departments) ▾ Sacramento ▾  
A list of the major Departments within the City of Sacramento.

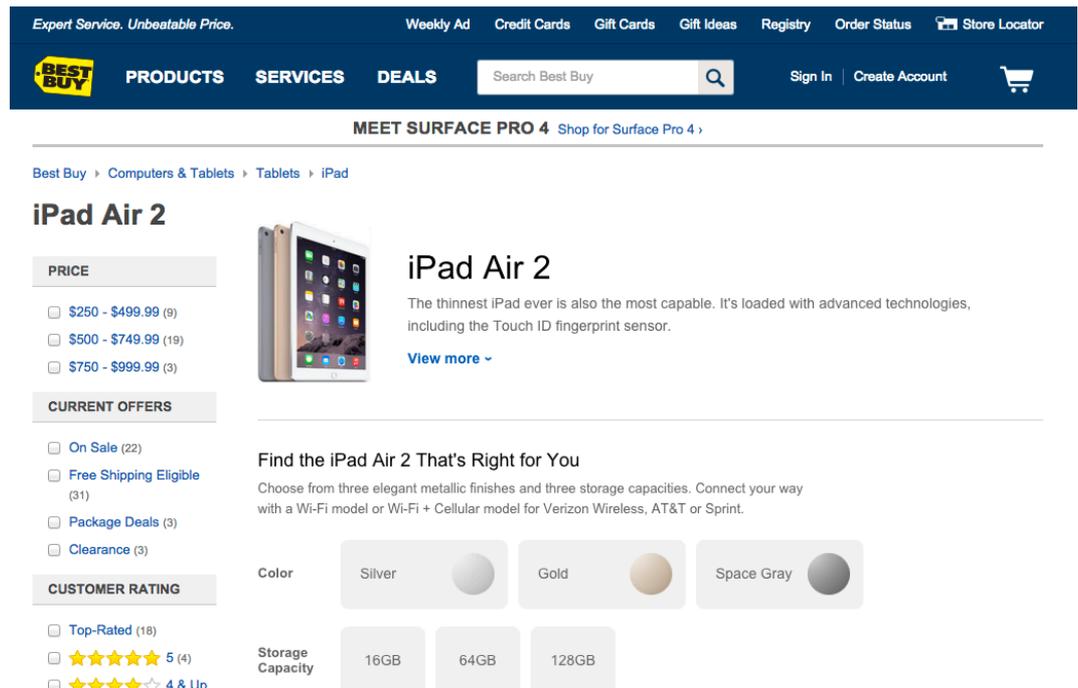
## City - Wikipedia, the free encyclopedia

<https://en.wikipedia.org/wiki/City> ▾ Wikipedia ▾  
A city is a large and permanent human settlement. Although there is no agreement on how a city is distinguished from a town in general English language ...  
Town - City status in the United Kingdom - Charter city - Lost city

# Wayfinding

How can we tell where we are when we fall into a website?

- Site id
- Breadcrumbs
- Page and section titles
- Highlighted menu items



Expert Service. Unbeatable Price. Weekly Ad Credit Cards Gift Cards Gift Ideas Registry Order Status Store Locator

**BEST BUY** PRODUCTS SERVICES DEALS Search Best Buy Sign In Create Account

MEET SURFACE PRO 4 Shop for Surface Pro 4

Best Buy > Computers & Tablets > Tablets > iPad

## iPad Air 2

**PRICE**

- \$250 - \$499.99 (9)
- \$500 - \$749.99 (19)
- \$750 - \$999.99 (3)

**CURRENT OFFERS**

- On Sale (22)
- Free Shipping Eligible (31)
- Package Deals (3)
- Clearance (3)

**CUSTOMER RATING**

- Top-Rated (16)
- ★★★★★ 5 (4)
- ★★★★★ > 4 & Up

**MEET SURFACE PRO 4** Shop for Surface Pro 4

Best Buy > Computers & Tablets > Tablets > iPad

## iPad Air 2

The thinnest iPad ever is also the most capable. It's loaded with advanced technologies, including the Touch ID fingerprint sensor.

[View more >](#)

### Find the iPad Air 2 That's Right for You

Choose from three elegant metallic finishes and three storage capacities. Connect your way with a Wi-Fi model or Wi-Fi + Cellular model for Verizon Wireless, AT&T or Sprint.

**Color**

- Silver
- Gold
- Space Gray

**Storage Capacity**

- 16GB
- 64GB
- 128GB

# Wayfinding

How can we tell where the things are that we're looking for?

- Navigation menus
  - Above banner
  - Below banner
  - Sidebar menus/collections of links
  - Footer
- Links within the content
- Steps in a sequence, such as a multi-page form
- Search

# Wayfinding

Think in terms both of what site visitors are likely to seek, and what you want them to find easily.



## GET THE RIGHT CLASSES

Need to register? Get to know the required steps you must take to have the best chance at getting the classes you need. Then, get going to complete the process. Your success starts here!

Admissions & Records

Counseling Services

Find Open Classes

Orientation

Register For / Drop Classes

Updating Supplemental Application

Assessment

Degrees, Certificates, and Programs of Study

iSEP

Prerequisite Information

Registration Information



## PAY FOR COLLEGE

Need help paying for college? SCC offers resources to assist with enrollment fees, books, living expenses, and other costs related to your college success. Get the help you need now!

Financial Aid

BOG Fee Waiver

CA Dream Act

Grants

Scholarships

College Costs

FAFSA

Federal Work Study

Loans

Student Discounts



## ACADEMIC SUPPORT SERVICES

SCC provides a wide range of academic support services to assist with course completion and academic success. Check them out!

Computer Labs

Honors

Library

Phi Theta Kappa

Tutoring

Early Assistance

HOPPE Center for Study and Tutoring

Online / Distance Education

Study Abroad

Writing Center



## ACCESS, EQUITY, AND SUCCESS PROGRAMS

Need a little extra assistance? SCC offers a broad range of programs that support our diverse student population. No matter your background or current academic standing, check out the variety of programs below to see which one is for you!

CalWORKs

Disability Services & Programs

/rncoc

College 2 Career

DREAM Act (AB540)

# Wayfinding

How do we get there?

- Links should look **clickable**
- Links should have clear **labels** that set accurate expectations
- Links are **grouped** with similar options, their meaning grasped via context

## #3: Expand your network

One nice thing about really solid content is that it tends to attract people who can help your business. They might [share your content](#), or recommend your work, or even be candidates for great partnerships.

But you don't just sit back and wait for people to notice you. Start expanding your network now, to create the most possible opportunities for your new project.

[Guest posting](#) is still an excellent way to expand your audience *and* your professional network. It won't bring you overnight success (and neither will anything else), but it's a solid, steady strategy to increase your influence and authority.

## Shop Women's

Clothing

Shoes

Boots

Sneakers & Athletic Shoes

Dresses

## Shop Men's

Clothing

Shoes

Boots

Sneakers & Athletic Shoes

Jeans

## Shop Kids'

Girls' Clothing

Boys' Clothing

Girls' Shoes

Boys' Shoes

# Site Navigation Strategies

2

sign in my account ▾ stores customer service

FREE SHIPPING With \$25 purchase.  FREE RETURNS U.S. only. exclusions



Search or enter web ID



3

my bag (0)



4

1

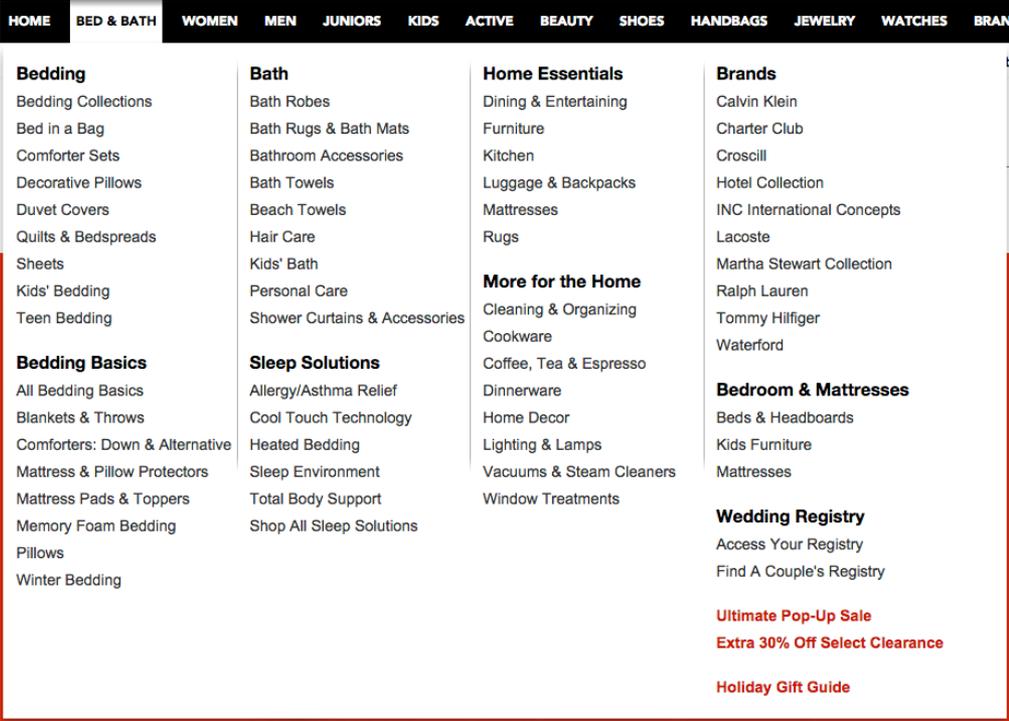
HOME BED & BATH WOMEN MEN JUNIORS KIDS ACTIVE BEAUTY SHOES HANDBAGS JEWELRY WATCHES BRANDS

FALL FASHION THE GIFT GUIDE lists deals & promotions gift cards wedding registry

2

- 1 Primary navigation bar
- 2 Secondary navigation bars
- 3 Search
- 4 Display mini-cart on hover/jump to cart

# Site Navigation Strategies



The image shows a website navigation menu with a dark header bar containing the following categories: HOME, BED & BATH, WOMEN, MEN, JUNIORS, KIDS, ACTIVE, BEAUTY, SHOES, HANDBAGS, JEWELRY, WATCHES, and BRAND. Below the header, the 'BED & BATH' category is expanded into a megamenu with four columns of links.

HOME	BED & BATH	WOMEN	MEN	JUNIORS	KIDS	ACTIVE	BEAUTY	SHOES	HANDBAGS	JEWELRY	WATCHES	BRAND
<b>Bedding</b>												
Bedding Collections												
Bed in a Bag												
Comforter Sets												
Decorative Pillows												
Duvet Covers												
Quilts & Bedspreads												
Sheets												
Kids' Bedding												
Teen Bedding												
<b>Bedding Basics</b>												
All Bedding Basics												
Blankets & Throws												
Comforters: Down & Alternative												
Mattress & Pillow Protectors												
Mattress Pads & Toppers												
Memory Foam Bedding												
Pillows												
Winter Bedding												
<b>Bath</b>												
Bath Robes												
Bath Rugs & Bath Mats												
Bathroom Accessories												
Bath Towels												
Beach Towels												
Hair Care												
Kids' Bath												
Personal Care												
Shower Curtains & Accessories												
<b>Sleep Solutions</b>												
Allergy/Asthma Relief												
Cool Touch Technology												
Heated Bedding												
Sleep Environment												
Total Body Support												
Shop All Sleep Solutions												
<b>Home Essentials</b>												
Dining & Entertaining												
Furniture												
Kitchen												
Luggage & Backpacks												
Mattresses												
Rugs												
<b>More for the Home</b>												
Cleaning & Organizing												
Cookware												
Coffee, Tea & Espresso												
Dinnerware												
Home Decor												
Lighting & Lamps												
Vacuums & Steam Cleaners												
Window Treatments												
<b>Brands</b>												
Calvin Klein												
Charter Club												
Croscill												
Hotel Collection												
INC International Concepts												
Lacoste												
Martha Stewart Collection												
Ralph Lauren												
Tommy Hilfiger												
Waterford												
<b>Bedroom &amp; Mattresses</b>												
Beds & Headboards												
Kids Furniture												
Mattresses												
<b>Wedding Registry</b>												
Access Your Registry												
Find A Couple's Registry												
<b>Ultimate Pop-Up Sale</b>												
<b>Extra 30% Off Select Clearance</b>												
<b>Holiday Gift Guide</b>												

Megamenu

# Site Navigation Strategies

## SERVICES

- Advanced Education for High School Students
- Career
- Health
- International Students
- Puente
- Transfer
- Umoja

Ancillary navigation

# Site Navigation Strategies

**filter by**

**Pick Up In-Store** >

**Special Offers** >

**Brand** v

Search by brand

**Featured Brands**

- Calvin Klein (2)
- Lauren Ralph Lauren (1)
- Ralph Lauren (2)
- Charter Club (3)
- Hotel Collection (9)
- Lenox (12)
- Martha Stewart Collection (7)
- Hugo Boss (1)
- Jessica Simpson (1)
- Sunham (1)

**All Brands**

**Towel Style** v

- Beach (4)
- Fashion (57)

Filter results

# Site Navigation Strategies

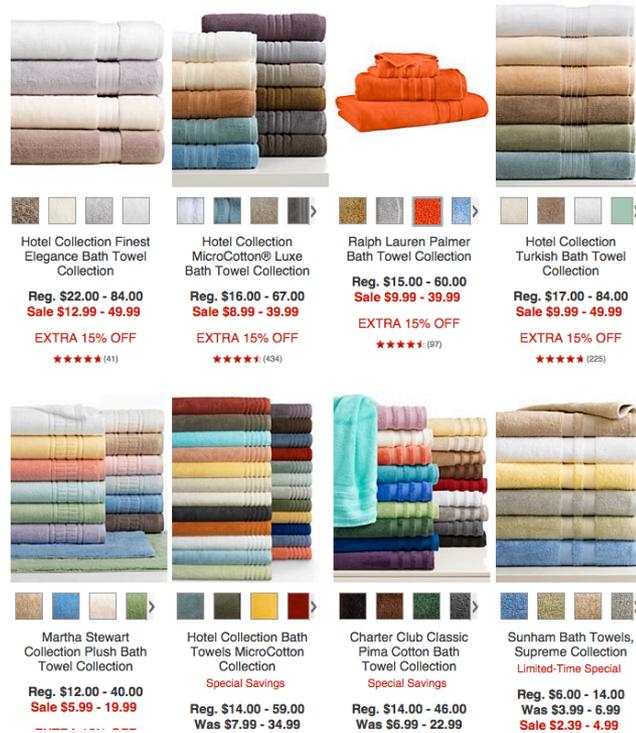


Image gallery

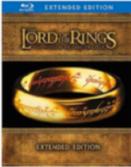
# Site Navigation Strategies



Dashboard

# Site Navigation Strategies

**Customers Who Bought This Item Also Bought**

 <p>Star Wars Trilogy Episodes I-III (Blu-ray + DVD) Hayden Christiansen ★★★★☆ 1,037 Blu-ray \$34.96 ✓Prime</p>	 <p>Indiana Jones &amp; Raiders of the Lost Ark (Blu-ray) Harrison Ford ★★★★☆ 813 Blu-ray \$11.75 ✓Prime</p>	 <p>San Andreas (Blu-ray + DVD + UltraViolet) Dwayne Johnson ★★★★☆ 2,027 Blu-ray \$22.99 ✓Prime</p>	 <p>The Lord of the Rings: The Motion Picture Trilogy (The Fellowship of the Ring...) Elijah Wood ★★★★☆ 8,883 Blu-ray \$54.99 ✓Prime</p>
--	---	--	--

[Next Article](#) 

*Fame is so sought after in our culture that people will lie their way to fame faster than it takes to snap a selfie. Check out the celebrities who did just that in [15 Famous People Who Lied Their Way To Fame](#). Some people are born famous, others have fame thrust upon them, and some just kick so much ass they have to be famous. See who got fame the right way in [5 Celebrities You Didn't Know Ass-Kicked Their Way To Fame](#).*

Related items, or prev/next in sequence

# Expectations and Feedback Loops

Set expectations for the user at every click, and clearly present results of those actions.

The screenshot displays the Zillow real estate search interface. At the top left is the Zillow logo. The navigation bar includes links for Buy, Rent, Sell, Mortgages, Agent finder, Advice, Home design, and More. On the right, there are links for Advertise, Sign in or Join, and a help icon. The search bar contains the address "Freeport Blvd Curtis Park Sacra". Below the search bar, filters are set for "LISTING TYPE" (FOR SALE), "ANY PRICE", "0+ BEDS", "HOME TYPE", and "MORE". There are buttons for "SAVE SEARCH" and "SAVED HOMES (0)".

The main content area is divided into three sections:

- Map:** A map showing the search area with various streets and property markers. Markers are color-coded by listing type: red for "FOR SALE", blue for "POTENTIAL LISTINGS", and yellow for "RECENTLY SOLD".
- Filters:** A sidebar menu with the following options:
  - FOR SALE (17)**
    - By Agent (15)
    - By Owner (2)
    - New Construction (0)
    - Foreclosures (0)
    - Coming Soon (0)
  - POTENTIAL LISTINGS**
    - Foreclosed (0)
    - Pre-Foreclosure (4)
    - Make Me Move (0)
  - FOR RENT (0)**
  - RECENTLY SOLD (339)**
    - Open Houses only
    - Include Pending listings
- Real Estate Results:** A list of 21 results. The top two are featured:
  - 2025 Vallejo Way, Sacramento...**
    - HOUSE FOR SALE
    - \$449,000
    - 2 bds • 1 ba • 1,568 sqft
    - 3 days on Zillow
    - 35 photos
  - 2026 Castro Way, Sacramento...**
    - HOUSE FOR SALE
    - \$350,000
    - 2 bds • 1 ba • 1,105 sqft
    - 4 days on Zillow
    - 25 photos

# Expectations and Feedback Loops

Consider the feedback loop in the dashboard and controls for a car.



# Expectations and Feedback Loops

- Use accurate link labeling.
- Make sure the destination matches the link label.

**Add to cart**



**CART** 1 ITEM

 **SmashingConf San Francisco 2016**  
SmashingConf San Francisco Early Bird

**Ticket Details**

First name  Last name

Email address  @optional

Qty:  **\$499.00** 

---

**\$499.00**

*We'll show the total price (in USD) for your country as soon as we know it.*

[Update cart](#) [Checkout >](#)

# Expectations and Feedback Loops

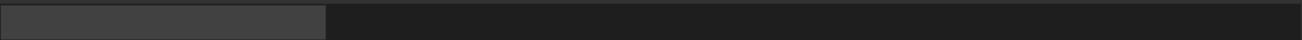
- In multi-step actions such as forms or slideshows, let the user know:
  - Where they are in the sequence
  - How long the sequence is

✕ Stop

Trial #8

↺ Restart

Test Progress:



# Expectations and Feedback Loops

- Upon form submit, don't simply tell the user *thank you*. Let them know what will happen next.
  - Will they receive an email or phone call?
  - What else might happen?
  - Where should they go now?

## Thank you for your order

Order number is: 308512033

You will receive an email confirmation shortly at info@baymard.com

[Print Receipt](#)

### Save your information for next time

Create Password: Required

(4-18 characters)

Verify Password: Required

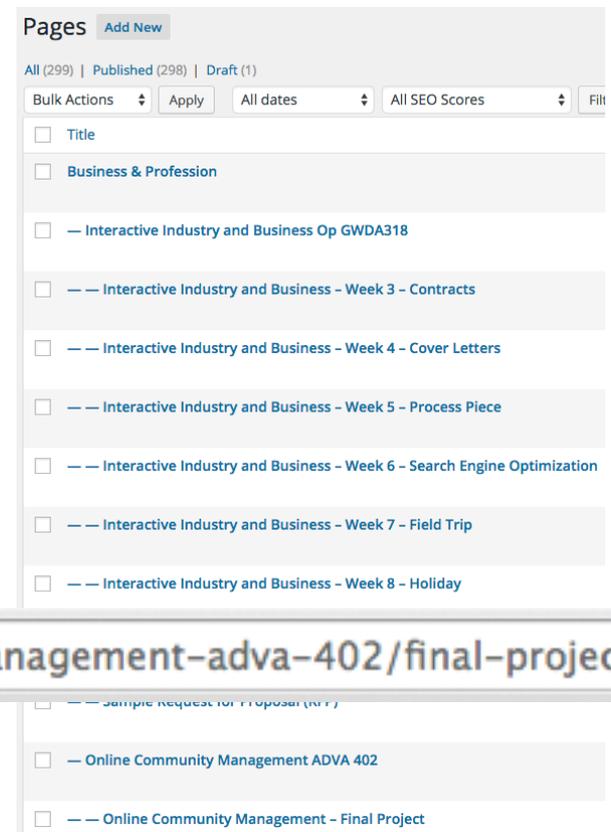
[Create Account](#)

[> Detailed Order Receipt](#)

[> Return Policy](#)

# WordPress Taxonomy

- How pages are organized:
  - Parents
  - Children
  - Grandchildren, etc.



The screenshot shows the WordPress 'Pages' taxonomy view. At the top, there is a header with 'Pages' and an 'Add New' button. Below this, there are filters for 'All (299)', 'Published (298)', and 'Draft (1)'. There are also dropdown menus for 'Bulk Actions', 'Apply', 'All dates', and 'All SEO Scores', along with a 'Filter' button. The main content area displays a list of pages with checkboxes on the left. The pages are organized into a hierarchy: 'Business & Profession' is the parent category, and it contains several children, including 'Interactive Industry and Business Op GWDA318' and a series of weekly reports from 'Week 3' to 'Week 8'. At the bottom of the list, there is a page titled 'Online Community Management ADVA 402' and its child 'Online Community Management - Final Project'.

 [urlnextdoor.com/professionalism/online-community-management-adva-402/final-project/](http://urlnextdoor.com/professionalism/online-community-management-adva-402/final-project/)

# WordPress Taxonomy

- How menus are organized.

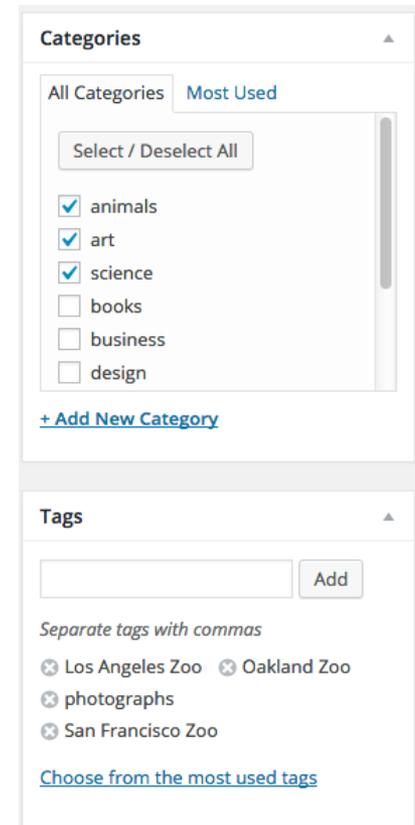
## Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Web Scripting	Custom Link ▾
Fundamentals of Web Design GWDA 133 <i>sub item</i>	Page ▾
Intermediate Web Design GWDA273 <i>sub item</i>	Page ▾
Advanced Web Page Scripting GWDA 233 <i>sub item</i>	Page ▾
Object Oriented Scripting GWDA 243 <i>sub item</i>	Page ▾
Design Concepts	Custom Link ▾
Design for Mobile Devices GWDA382 <i>sub item</i>	Page ▾
Digital Identity Design MM2211 <i>sub item</i>	Page ▾
Image Manipulation FS135 / Photoshop Class <i>sub item</i>	Page ▾
Interface Design GWDA 202 <i>sub item</i>	Page ▾
Time Based Media: Web Design ARTS105 <i>sub item</i>	Page ▾

# WordPress Taxonomy

- How posts/events taxonomy differs from pages:
  - Tags
  - Categories



The screenshot shows the WordPress interface for managing taxonomies. It is divided into two main sections: 'Categories' and 'Tags'.

**Categories Section:**

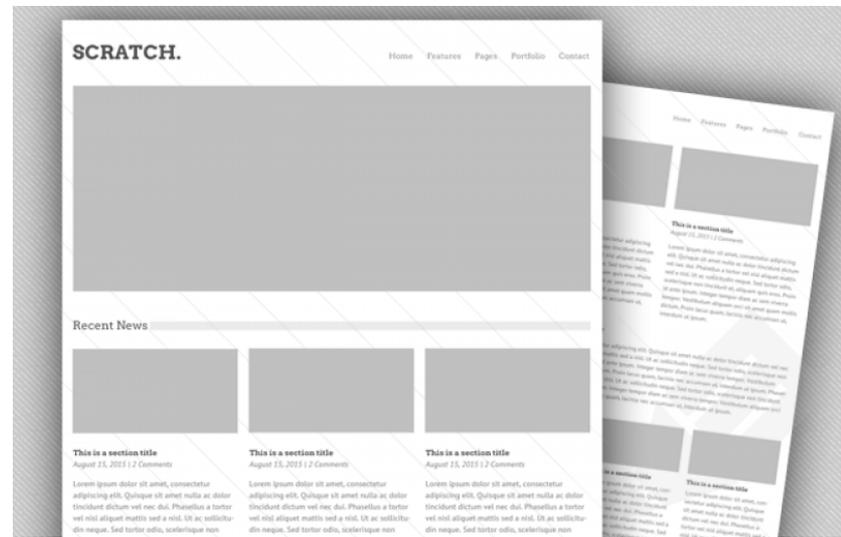
- Header: 'Categories' with an upward arrow.
- Navigation: 'All Categories' (selected) and 'Most Used' tabs.
- Action: 'Select / Deselect All' button.
- List of categories with checkboxes:
  - animals
  - art
  - science
  - books
  - business
  - design
- Footer: '+ Add New Category' link.

**Tags Section:**

- Header: 'Tags' with an upward arrow.
- Form: An empty text input field followed by an 'Add' button.
- Text: 'Separate tags with commas'.
- List of tags with 'x' icons for removal:
  - Los Angeles Zoo
  - Oakland Zoo
  - photographs
  - San Francisco Zoo
- Footer: 'Choose from the most used tags' link.

# Consistency

Users come to our site with some prior experience of how websites work.



# Consistency

- Make your site work in familiar ways.
- Arrange content with familiar organizational systems.



## THE WALL STREET JOURNAL.

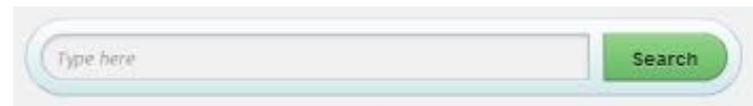
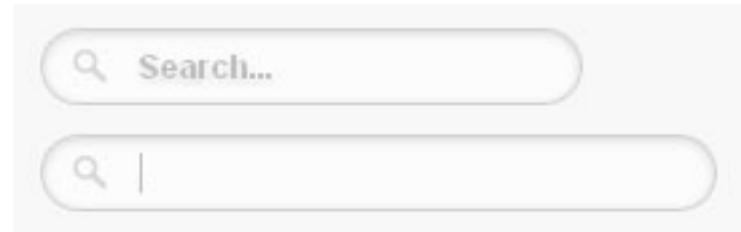
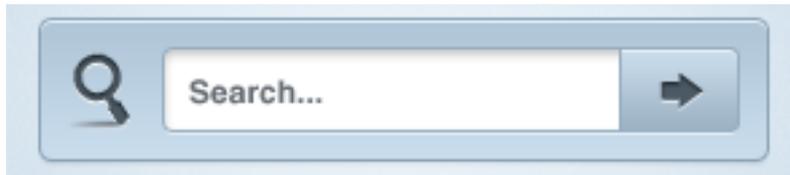
Subscribe I  
**\$15 FOR 15**

U.S. Edition ▼ | October 27, 2015 | Today's Paper

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate

# Consistency

- Use terms that users see on other sites.



# Consistency

- Use consistent labels for the same site feature.

Calendar

EVENTS CALENDAR

CALENDAR

CAMPUS LIFE  
Event Calendar

# Consistency

- Employ best practices for site navigation. Best practices may change over time.
- Use navigation styles that are consistent with other parts of the site.



# Consistency

- As much as possible, keep sidebars consistent from page to page.
- Interfaces that remain consistent can fade into the background and not require new learning on every page.

# Consistency

- Recognize that users rarely use a site in a linear fashion—they are accustomed to jumping from spot to spot in their own sequence.
- How can they do this without getting lost?

# Provide Contextual Help

- Offer the right help at the right moment in the most unobtrusive way possible.
- Place information in clearly labeled locations where it is most likely needed, rather than grouping it all under a generic *Help* section.

The image shows a pricing comparison between two plans: Premium and Plus. The Premium plan is highlighted with a blue border and includes a green 'Sign Up' button. A yellow callout box points to the '30-day free trial' text, providing details on how the trial works.

Premium	Plus
Only \$99/month THE SWEET SPOT	\$49/month FOR SMALL GROUPS
100 projects 30 GB storage Unlimited users	35 projects 15 GB storage Unlimited users
30-day free trial	
<a href="#">Sign Up</a>	

**How does the free trial work?**  
If you cancel a paying plan within 30 days of signing up you won't be charged a thing. We'll send you an email 5 days before your first charge to remind you.

# Make the User Feel Safe

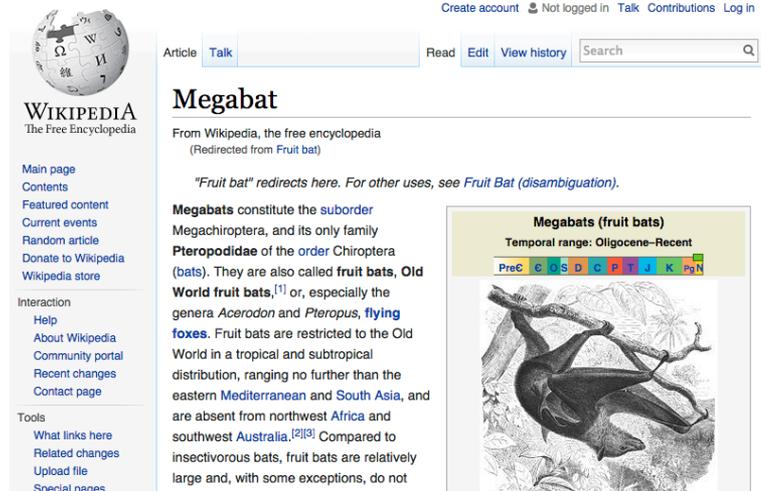
Many of our visitors enter our site somewhere other than on our official homepage, frequently from Google or some other source.

Landing Page ?	Source ?	Sessions ? ↓
		<b>329,942</b> <small>% of Total: 99.75% (330,774)</small>
1. /	google	<b>95,395</b> (28.91%)
2. /	(direct)	<b>60,422</b> (18.31%)
3. /	losrios.edu	<b>31,964</b> (9.69%)
4. /	yahoo	<b>8,909</b> (2.70%)
5. /	bing	<b>8,570</b> (2.60%)
6. /current-students/	google	<b>4,065</b> (1.23%)
7. /buscis/tutoring/	(direct)	<b>4,009</b> (1.22%)
8. /financialaid/	google	<b>3,756</b> (1.14%)
9. /open-classes/	losrios.edu	<b>3,469</b> (1.05%)

# Make the User Feel Safe

Since any page could be the visitor's landing page, do the following on every page of your site:

- Assure visitors they're in the right place.
- Make it easy for visitors to find what they are looking for.
- Let visitors know what their options are.



The screenshot shows a Wikipedia article for "Megabat". At the top right, there are links for "Create account", "Not logged in", "Talk", "Contributions", and "Log in". Below these is a navigation bar with "Article" and "Talk" tabs, and a search box. The article title "Megabat" is prominently displayed. Below the title, it states "From Wikipedia, the free encyclopedia (Redirected from Fruit bat)". A red text note says: "'Fruit bat' redirects here. For other uses, see Fruit Bat (disambiguation)." The main text begins: "Megabats constitute the suborder Megachiroptera, and its only family Pteropodidae of the order Chiroptera (bats). They are also called fruit bats, Old World fruit bats,<sup>[1]</sup> or, especially the genera *Acerodon* and *Pteropus*, flying foxes. Fruit bats are restricted to the Old World in a tropical and subtropical distribution, ranging no further than the eastern Mediterranean and South Asia, and are absent from northwest Africa and southwest Australia.<sup>[2][3]</sup> Compared to insectivorous bats, fruit bats are relatively large and, with some exceptions, do not". To the right of the text is a small image of a bat hanging from a branch, with a caption "Megabats (fruit bats)" and a "Temporal range: Oligocene–Recent" indicator. On the left side of the page, there is a sidebar with various navigation links: "Main page", "Contents", "Featured content", "Current events", "Random article", "Donate to Wikipedia", "Wikipedia store", "Interaction" (Help, About Wikipedia, Community portal, Recent changes, Contact page), and "Tools" (What links here, Related changes, Upload file, Special pages).

# User Targeting and Testing

- Discover who the target user is.
- Talk to the target user. What are their goals? Why are they using your site?
- Design the site for the target user. Help them meet their goals so you can meet yours.

## AMANDA MCGUIRE SCIENCES UNDERGRADUATE



20 years old // Biomedical Sciences major // Grand Rapids, MI



"Full-text online is very important to me. I don't have time to request things."

### NEEDS

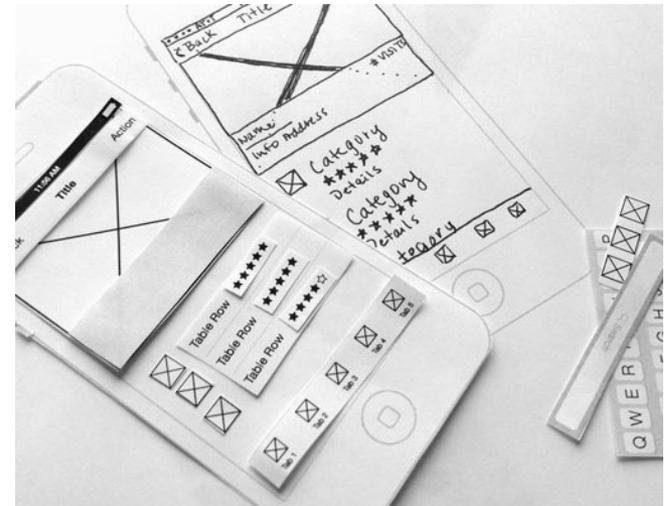
- Concerned with the quality of her sources. Checks recency, impact factors, and reads abstracts to determine relevance.
- Only interested in sources with full-text online.
- Has a few strategies that worked in the past, and tries those for each new project. Unsure where to start research on unfamiliar topics.
- Confident she can figure things out on her own without asking for help. Prefers to use self-service help if available.
- Overwhelmed, busy, and impatient.

### SERVE BY

- Make it easy to start new research, whether on a broad or narrow topic.
- Show abstracts, impact factors (citation counts, journal names, authors & affiliations) where possible in results lists.
- Offer self-service help, as well as research guidance.
- Remove barriers to doing quick research, including redundant or extra steps, page load speeds, and unfamiliar navigation patterns.

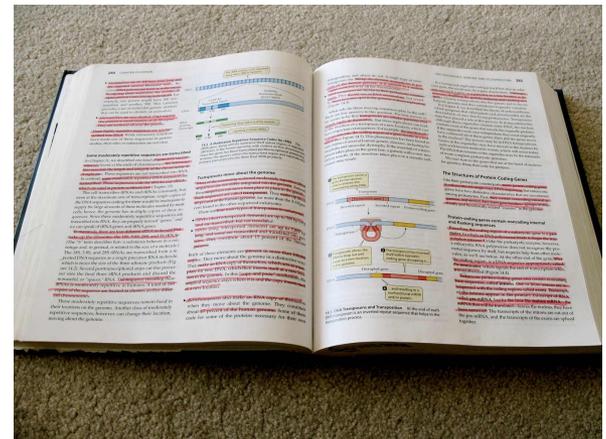
# User Targeting and Testing

- Test a prototype of the site with the target user. This can be a paper prototype or low-fi digital. Give them a task to do and see if the interface causes confusion.
- Test the final site with the target user. Can all users access the site and meet their goals?



# 4 Ways to Learn How People Think About Your Content

1. Are there real-world analogs of your content, such as books or physical locations?
  - Can you make use of the familiar way they are organized?
  - How might those ways not quite be appropriate on the web?



# 4 Ways to Learn How People Think About Your Content

2. Visit other college sites.
  - How do they organize their information?
  - Why did they make the choices they did?
  - What do you feel is working, and what is not working?



The screenshot shows the James Madison University website's Undergraduate Admissions page. The header includes the university name and navigation links for Parents, Alumni, Students, Faculty/Staff, and Give. A secondary navigation bar lists categories like About, Academics, Admissions, Visit, Tuition & Financial Aid, Student Life, and Athletics. The main content area features a large banner for Undergraduate Admissions with a navigation menu on the left and a central image of students in a dance studio. A prominent statistic states that 92% of freshmen stay a second year, compared to a 70% national average. Below the banner are three smaller promotional tiles: one for campus visits, one for 'Where dreams ignite' student profiles, and one for a special announcement regarding SAT test cancellations for early action applicants.

JAMES MADISON UNIVERSITY. PARENTS ALUMNI STUDENTS FACULTY/STAFF GIVE

ABOUT ACADEMICS ADMISSIONS VISIT TUITION & FINANCIAL AID STUDENT LIFE ATHLETICS

## Undergraduate Admissions

ADMISSIONS

- VISIT ▾
- FACTS
- REQUEST INFO
- AREAS OF STUDY
- HOW TO APPLY ▾
- DATES & DEADLINES
- CHECK STATUS
- GRADUATE ADMISSIONS
- NON-TRADITIONAL ADMISSIONS ▾
- HELPFUL RESOURCES
- CONTACT US

92% of freshmen stay a second year. The national average is 70%. [NEXT FACT](#)

Where dreams ignite  
Explore student profiles ▶

Special Announcement  
[Special Announcement Regarding SAT Test Cancellations for Early Action Applicants](#)

Come see campus!  
[Schedule a visit](#)

# 4 Ways to Learn How People Think About Your Content

3. If your site already exists, take a look at its analytics.

- Where are people actually coming from and landing?
- What are they searching for?
- How are they moving through the site?



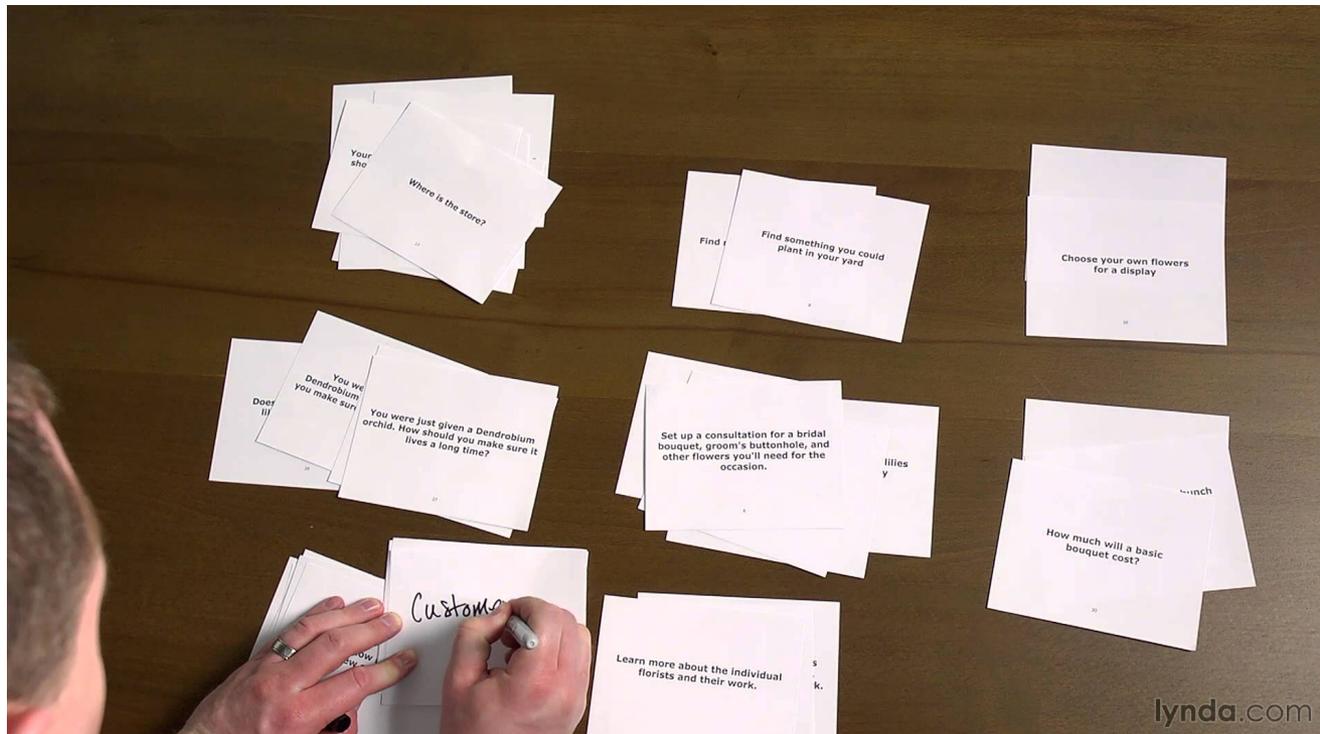
Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default /admissions advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	14,266 % of Total: 2.10% (980,356)	11,149 % of Total: 2.12% (524,704)	00:02:46 Avg for View: 00:02:45 (0.84%)	3,618 % of Total: 1.11% (324,588)	58.41% Avg for View: 36.47% (60.15%)	42.74% Avg for View: 47.71% (-10.41%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /admissionsrecords/	6,357 (44.56%)	5,061 (45.39%)	00:02:35	1,899 (52.49%)	56.48%	45.60%	\$0.00 (0.00%)
2. /admissionsrecords/transcripts/	2,388 (16.74%)	1,879 (16.85%)	00:03:44	679 (18.77%)	67.16%	59.63%	\$0.00 (0.00%)
3. /admissionsrecords/graduation/graduation-requirement-check/	684 (4.79%)	543 (4.87%)	00:01:06	117 (3.23%)	38.79%	14.04%	\$0.00 (0.00%)
4. /admissionsrecords/graduation/application/	673 (4.72%)	441 (3.96%)	00:05:17	43 (1.19%)	72.73%	39.38%	\$0.00 (0.00%)
5. /admissionsrecords/readmissionworkshop/	585 (4.10%)	469 (4.21%)	00:03:01	167 (4.62%)	60.71%	44.10%	\$0.00 (0.00%)
6. /admissionsrecords/advanced-education-high-school-students/	544 (3.81%)	419 (3.76%)	00:02:51	128 (3.54%)	62.02%	48.90%	\$0.00 (0.00%)
7. /admissionsrecords/probation-dismissal-process/	390 (2.73%)	336 (3.01%)	00:01:54	111 (3.07%)	59.82%	33.33%	\$0.00 (0.00%)

# 4 Ways to Learn How People Think About Your Content

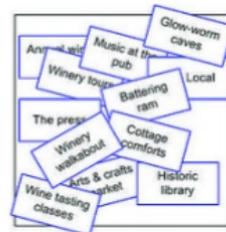
## 4. Do a card sort.



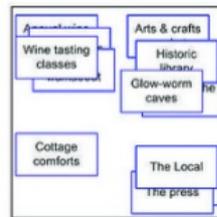
# Card Sort

A *card sort* is an activity that helps you explore ways to organize your content.

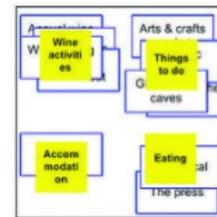
## Open Card Sorting:



1. Content ideas on index cards



2. Sort them into groups



3. Label the groups

# Card Sort

1. Write down all the pieces of content onto index cards, one concept per card. Number the cards on the back in a random way.
2. Shuffle the cards well.
3. Spread out the cards, content-up.



# Card Sort

4. Start sifting through the cards, grouping them as you go. Put them in a bunch of little piles.
5. When you are done sorting, use sticky notes to name each pile.
6. On a sheet of paper, record the group names and which card numbers went into each group.



# Card Sort

7. Throw away the sticky notes and reshuffle the cards.
8. Have someone else do the same activity with the cards. Record their results.
9. Do this several times with different people, if you have time. The more results, the better.



# Using the Card Sort Results

Compare the groupings various people came up with.

- What is the dominant organization theme? Typically, one will emerge.
- Are there supporting, alternate ways to organize the content?



# Using the Card Sort Results

- Are there odd categories that don't match a scheme? If several people identified this odd grouping, perhaps you'll need a Feature box of some kind.
- If there are a lot of oddball categories, maybe you can incorporate a special navigational feature that will accommodate them.

# Using the Card Sort Results

Time to refine your results:

- Do the group labels match in phrasing?
- Is there more than one piece of content in each category?
- Is one category too big, indicating a need to further divide it?



# Using the Card Sort Results

- Come to a final sensible way to assign content to categories. What you have now is a form of taxonomy.
- Other taxonomies may support the same collection of content, which might lend themselves to “related content” forms of navigation.
- Will your new taxonomy/ies allow for additional categories as the site grows?

# Using the Card Sort Results

Ultimately, you will really need to know your content well in order to devise the best methods to navigate it.

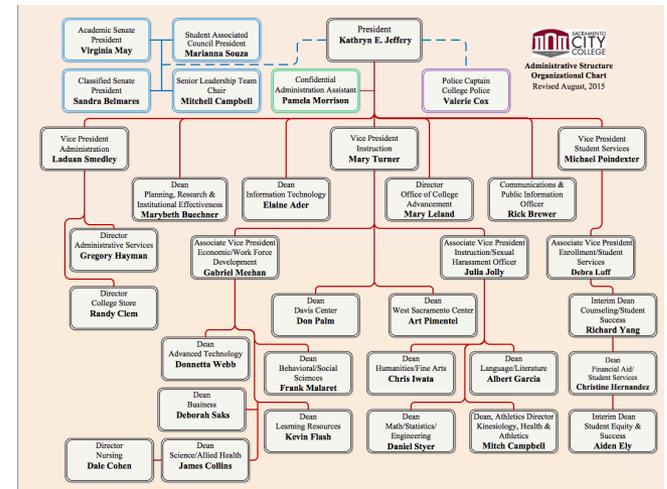


# Considerations for Mobile

- Touch screens
- Smaller dimensions, larger targets
- Bandwidth and connectivity
- High use frequency
- Environmental distractions
- Downloads
- Videos

# Best Practices for Our SCC Websites

- **Don't** organize your site according to your org chart. Organize the site to fit how your users will look for things. The first way is easy. The second way is harder, but vital to the user.



# Best Practices for Our SCC Websites

- **Do** write link labels according to user goals. Verbs are great link-starters.

Meet with a Counselor

# Best Practices for Our SCC Websites

- **Don't** include “click here” in a link label.

**Click here to visit the Assessment website for more information.**

- What can the user actually accomplish by clicking on the link? Write that instead, in 1-5 words.

**Read More on Assessment**

# Best Practices for Our SCC Websites

- **Do** indicate if a destination is a file/download rather than a page (for PDFs, DOC, PPTX, etc.)

**Department Catalog  
Information PDF**

## STUDY ABROAD

### INFORMATION SESSIONS

We would like to personally invite you to attend one of the **informational sessions (Word document)**. We will review the program, answer questions and students can pick up applications.

# Best Practices for Our SCC Websites

- **Do** link to related content so that no page is a dead end (not even a 404 error).



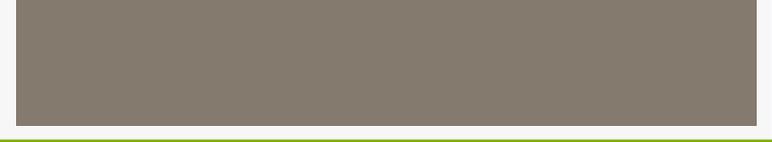
## WE HATE 404 ERRORS TOO! BUT IT'S NOT SO BAD, REALLY...

Sacramento City College has recently launched a new website, and the page you're looking for may have a new address or may no longer be available.

Please use site navigation (the big gold bar at the top of the page) or our super-powerful Google SCC Custom Search to find what you're looking for.

Also, if you'd like to learn more about our new website, you might want to view our [New Website Video Tour](#).

Google™ Custom Search



Thank you.

Dawn Pedersen

LRC-107

x2482