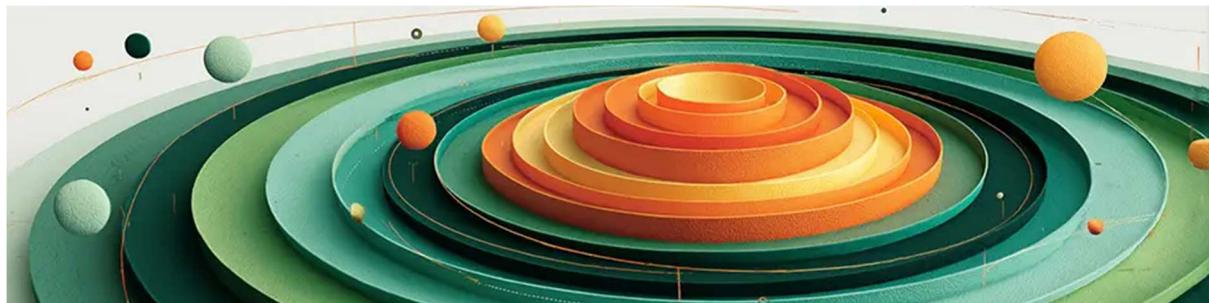


Structuring your website for people and search engines



A website only really works when two things happen:

- People can quickly find what they are looking for.
- Search engines can clearly understand what each page is about.

If you get the structure right at this stage, future content will simply slot into place. You will not need to rethink your menus, move pages around, or rebuild the site each time you add something new. A clear structure also makes it easier for search engines to trust your website and reward it with better visibility over time.

Why structure matters more than most people realise

Most people focus on how their website looks or what it says. Structure is often an afterthought. Yet how your pages are organised quietly affects:

- How easy it is for visitors to find information.
- How confidently someone can move towards making an enquiry.
- How search engines understand your services and expertise.
- How simple it is to add new pages, blogs, and landing pages later.

A good structure works like the layout of a well-organised building. The entrance is clear, the main areas are easy to find, and signposts guide you naturally. A bad structure feels like walking into a building where rooms have been bolted on randomly over the years. People get lost, and they leave.

The three layers of a simple website structure

You do not need a complicated setup. Most business websites perform well with three clear layers:

1. Top level – your main menu

These are the key sections people expect to see, such as: *Home, Services, Sectors, Case studies, About, Blog, Contact*.

2. Second level – your key pages

Pages that sit beneath your main menu items. These might be individual services, sector pages, or resource hubs.

3. Third level – supporting and detailed pages

These include blog posts, FAQs, guides, or very specific service sub-pages that support the levels above.

Once these layers are defined, you can allocate pages confidently. The goal is to avoid overwhelming the top level or burying important content too deeply.

Designing a menu that makes sense to visitors

Your main menu is the first map visitors use. Keep it calm, simple and familiar:

- Limit the number of main menu items so they can be scanned in one glance.
- Use plain language: “Services” is clearer than “Solutions hub”.
- Group related services rather than spreading them across the top level.
- Keep key actions visible: Contact, Book a call, Request a quote.

If people have to hover through several dropdowns to understand what you do, the structure is working against you. A clean top level paired with well-organised second-level pages creates clarity.

Helping search engines understand your structure

Search engines rely on structural signals to understand your expertise and the relationships between your pages. You do not need technical knowledge for this—just a clear layout. Three elements make the biggest difference:

1. **Breadcrumbs**

These show the path to the current page, helping both users and Google understand how your content fits together.

2. **Consistent internal links**

Linking related pages helps search engines connect topics and pass authority between them.

3. **A pillar and cluster structure**

Your main service page acts as a “pillar”, supported by more detailed articles or blog posts. This creates a topic area Google can trust and strengthens visibility over time.

Once this architecture is set, new content simply plugs into the right place. Search engines can immediately understand what it relates to, and visitors are guided naturally through your expertise.

Building a structure that is future-proof

A well-planned structure makes your website easier to grow. When new services, articles or resources are added, your hierarchy already has a natural home for them. This avoids the common problem of websites becoming cluttered or disorganised over time.

With a clear layout, simple menus and a clean architecture, your website becomes easier to navigate, easier to manage, and easier for search engines to reward. It is one of the most important foundations you can set.