



Site Navigation with Eric Hochberger

Good site navigation is key for the two main elements in growing your traffic: Google and your audience. When you're working on your site navigation, remember: THINK LIKE A USER!

Make it easy for readers to get around and find what they're looking for (or what you want them to be looking for). If finding things on your site is challenging or the navigation is outdated, your readers won't stick around, and Google won't know how to parse your content, which will hurt your rankings.

KEY AREAS to focus on in site navigation:

- Homepage
- Category pages/cornerstone content
- Header, sidebar and footer

Homepage – Your homepage is your most important page in terms of SEO, in part because links to the rest of your content begin here.

- Most standard WordPress themes/homepage plugins only showcase your most recent content – so don't use them! Instead, create a static homepage that features:

Your most popular content

Your most recent content

A link to your About page

Links to your category pages



Category pages/[cornerstone content](#) – What do you want to rank for?

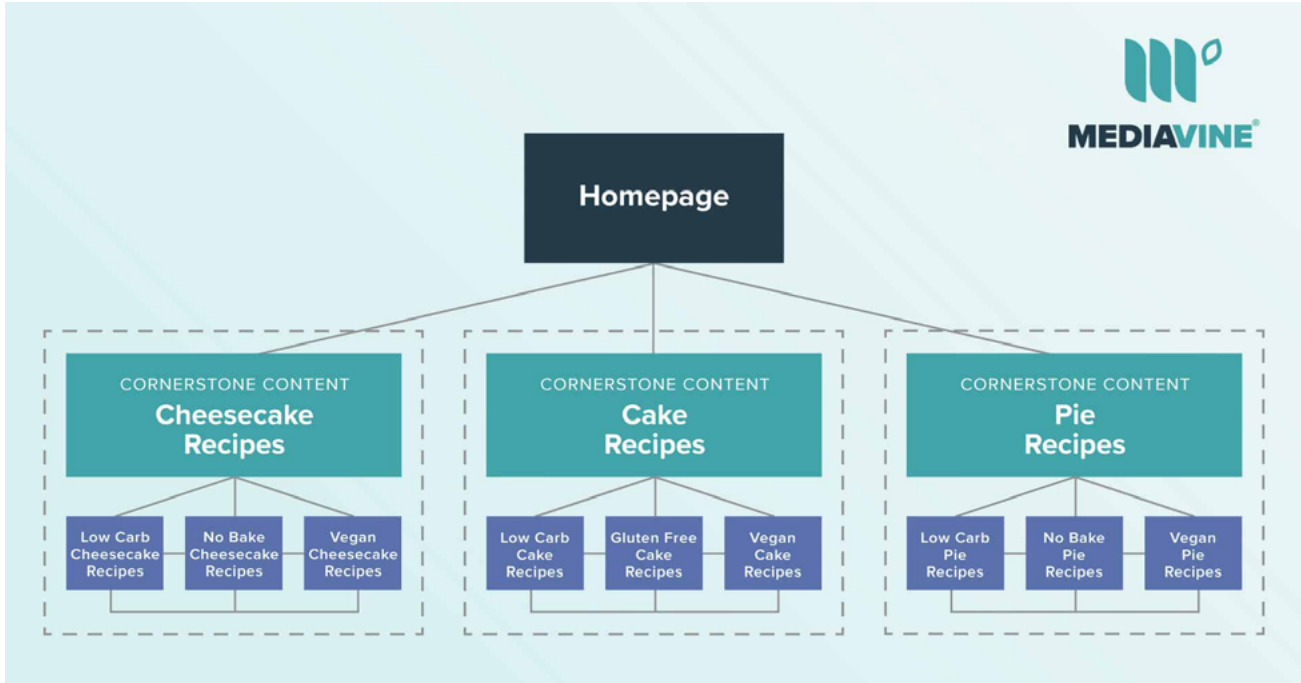
- Look at your most popular/important posts and create category pages for this content.
- Category pages aren't just containers for a ton of links – use them as additional opportunities to rank. Write content for them and update them regularly.
- Category pages can be made for ANYTHING that you want to drive your audience to – your cheesecake recipes, a resource page or a welcome series of posts.
- Link to your content according to popularity on your category pages, placing your most popular posts towards the top.





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Cornerstone content diagram:



Other Navigation (how your audience navigates your site when they're in a post):

- **Header** – the most valuable. Place your most important links here.
- **Sidebar** (on desktop only) – shorter is better for audience attention spans and monetization – 1-2 widgets only.
 - Give your audience a way to learn more about you – link to your About page.
 - Give yourself a way to get a second click from your readers – link to your popular or most recent posts.
- **Footer** – this is not only a great spot to place all the necessities (your privacy policy, copyright and other legal obligations) but also secondary links that don't fit in your header.



Additional Resources

- [What is Mediavine?](#)
- [Mediavine Requirements](#)
- [Mediavine Blog](#)
- [Content Upgrade Challenge](#)

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