

**STRUCTURING INFORMATION**

IA / Sitemap Worksheet

Go from a pile of content to a structure people can navigate

Use this when	Planning or reorganising site structure
Time needed	2–3 hours
Who's involved	Anyone who knows the content
You'll end up with	A grouped, tested sitemap

How to use this worksheet

Information architecture is how content is organised and labelled so people can find what they need. This worksheet takes you from a pile of content to a structured sitemap in four moves: inventory it, group it, sketch the hierarchy, then pressure-test it. If you've already done a content audit, start from that list.

1 • Inventory your content

List everything that needs a home. Don't organise yet — just capture.

Content / page	What it's for	Lives where now

Content / page	What it's for	Lives where now

2 · Group into sections

Cluster related content into candidate sections. Name each group for what it contains, in words your users would use. A card sort (see the Card-Sort Kit) is the research-backed way to do this with real users.

Proposed section	Content that belongs in it

3 · Sketch the hierarchy

Turn your groups into a sitemap. Level 1 is your main navigation; Level 2 sits under it; Level 3 deeper still. Keep top-level items to roughly five to seven.

Level 1 (main nav)	Level 2	Level 3

EXAMPLE

Level 1: Services → Level 2: 1-on-1 sessions → Level 3: Pitching analysis, Hitting analysis

4 · Pressure-test it

Walk the structure and check it holds up:

- Does every piece of content have exactly one obvious home?
- Is any section a dumping ground (12+ items) or a loner (just one)?
- Do the labels use your users' words, not internal jargon?
- Can someone reach any key page in three clicks or fewer?
- If you handed the sitemap to a stranger, would they predict what's under each label?

What needs to change?
