Why use Slickplan?

Site Maps are organized flow charts or diagrams that show the connections between webpages and web content. The web teams use **Slick Plan** for sitemaps.

A **website sitemap** represents the different link pathways that a user may follow. Using visual website sitemaps as a planning strategy grants the ability to _brainstorm ideas_, _test navigation_, _iterate on scenarios_, and _redesign information_ layouts before graphic design or coding takes place.

Though the graphics of the website is important, **IA** (information Architecture) determines how easily a <u>user</u> can find information on your website. To read more on why **IA** is important please visit: slickplan.com/blog/category/information-architecture. When creating your map, we ask you evaluate what content you want to showcase according to importance.