



**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 user can find information on your website. To read more on why **IA** is important please visit: [slickplan.com/blog/category/information-architecture](http://slickplan.com/blog/category/information-architecture). When creating your map, we ask you evaluate what content you want to showcase according to importance.

