# Sitemap Footers

Best Practice: How to Implement Sitemap Footers

Include a sitemap in the footer of every webpage, so when your users reach the end of the contents, there is a highly visible and instantly accessible navigation tool waiting to help them move freely around the website, or at the very least to jump to another level within the site hierarchy. Take the following steps to achieve the best implementation of this design pattern:

1 | Start by **deciding which features you wish to offer users**. Sitemap footers can include a wide range of different features, as you can see from the Nike example below:
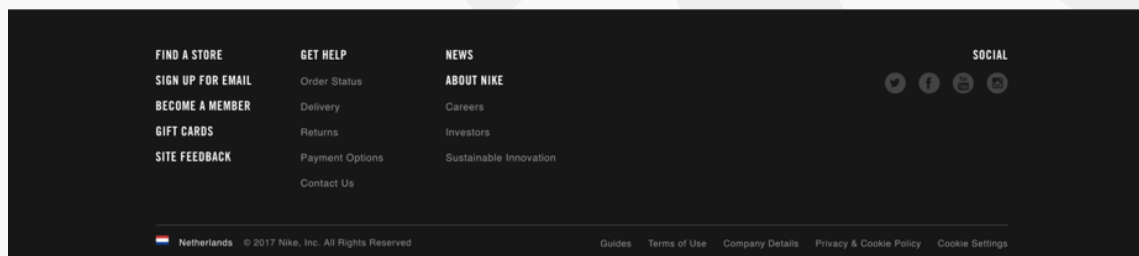
They can be used to display the major categories of a site, with more specific categories that are not present in other navigation patterns, contact information, help and support, and 'About Us' information. Your job as the designer is to decide which features you feel improve the freedom of movement through your site and to consolidate these different features into one area at the bottom of every page – without sacrificing the space available for the contents of each of those pages. But be aware: you should be as ruthless as possible when selecting these design features, as the sitemap footer should not be too large and the user should be able to identify interesting or important links with immediacy.

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2 | **Create a page-wide footer**, and ensure it is present on each page of the website. Ensure the footer does not consume too much space on each page.

3 | **Organize all of the feature links**, such as 'Contact Us' and 'Our Partners', into clearly labelled categories.

4 | **Arrange the links** so there is no confusion which category they belong to. Use, for example, whitespace or lines to indicate groups of labels that belong together. The widely known Gestalt Principles will help you do this properly.

5 | **Place any necessary copyright and website information**, such as the 'year established', at the very bottom of the sitemap.