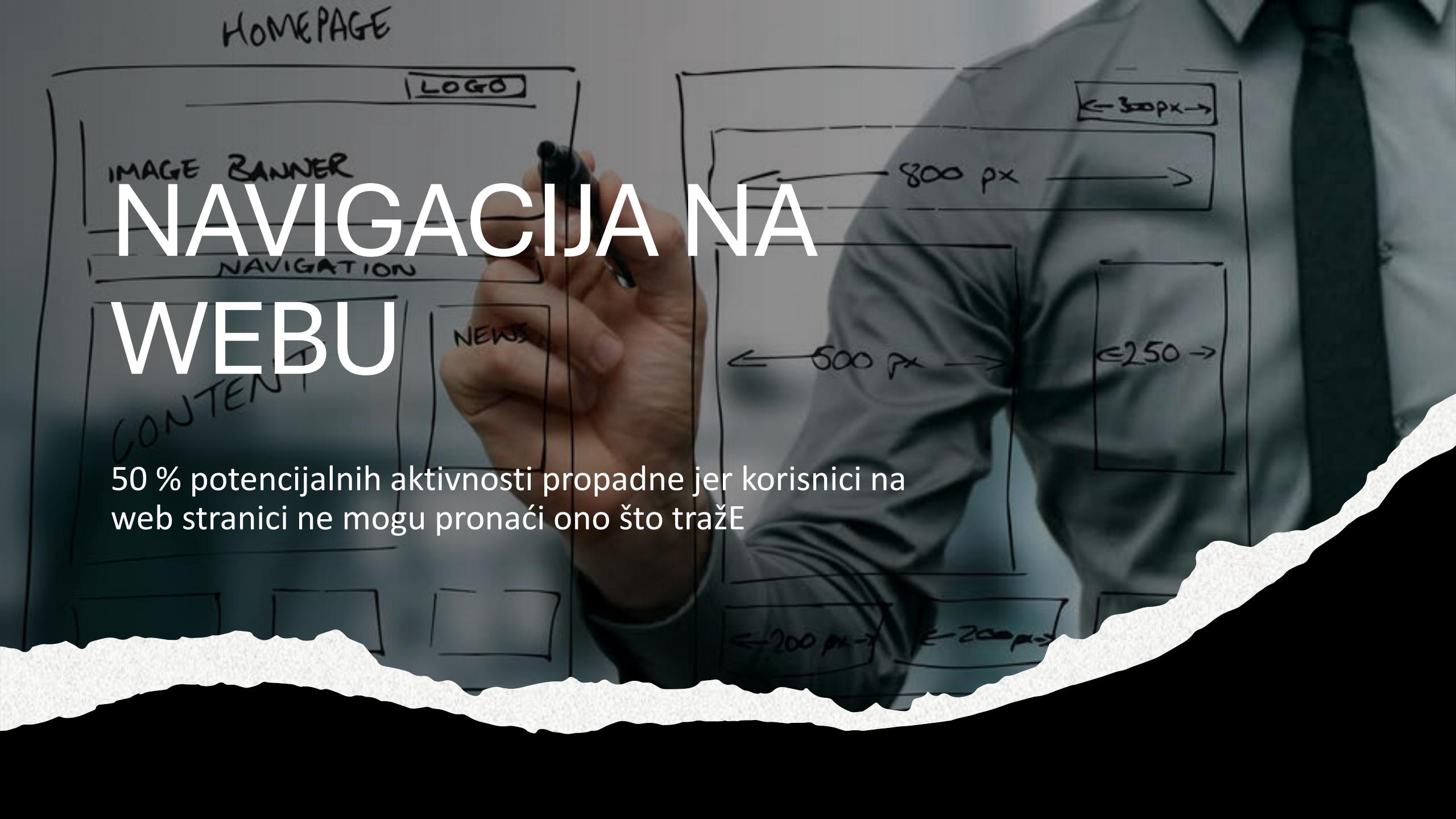


Homepage

NAVIGACIJA NA WEBU

50 % potencijalnih aktivnosti propadne jer korisnici na web stranici ne mogu pronaći ono što traže



- Na navigacija je jedan od najvažnijih delova svakog web sajta. Sadržaj ne bi bio dostupan bez pravilno dizajnirane navigacije koja daje odgovor na pitanje „Gde sam ja?“ i „Gde mogu da idem oda vde?“.
- Organizacija sadržaja
- Trendovi
 - Standradna
 - Ne standardna

Website Navigation Menu



Resolution 1280x1024 px - <http://mericg.deviantart.com>

This Photo by Unknown Author is licensed under CC BY-ND

Hijerarhija!!!!!!

Navigaciju predstavljaju linkovi koji upućuju na pojedine stranice bloga. Ona predstavlja vrlo važan segment vaše stranice i morate joj posvetiti potrebnu pažnju!

Sa svake stranice korisnik treba imati pristup ostalim stranicama!

Programerima navigacija ne predstavlja nikakav problem, ostalima nedostaju elementarna znanja stoga pribegavamo jednostavnim i besplatnim rešenjima koje pronalazimo po internetu

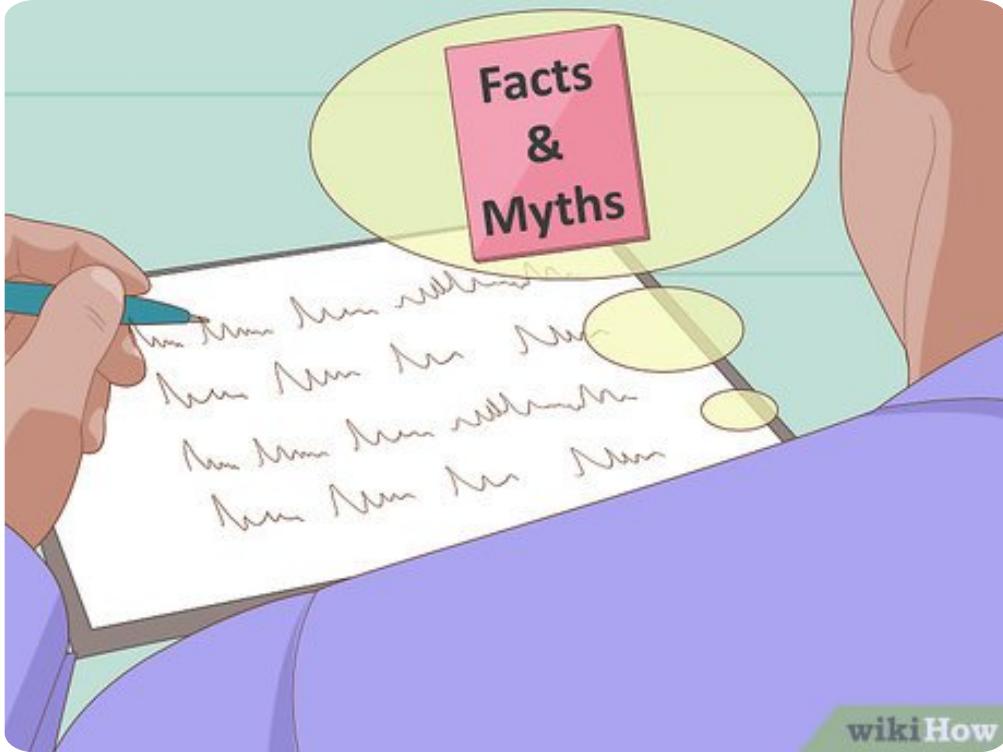
```
<nav> <ul> <li><a  
href="index.html">Glav  
na strana</a></li>  
<li><a  
href="dload.html">Dow  
nload</a></li> <li><a  
href="support.html">Po  
drška</a></li> <li><a  
href="kontakt.html">Ko  
ntakt  
informacije</a></li>  
</ul> </nav>
```

- 
- [Glavna strana](#)
 - [Download](#)
 - [Podrška](#)
 - [Kontakt informacije](#)

PRAVILO "TRI KLIKA"

- Navigacija web stranice ne mora biti kompleksna.
- Zlatno pravilo za navigaciju web stranica je tzv. pravilo „tri klika“.
- **Posetioci nemaju strpljenja**
- Bilo kakav sadržaj ili informacije do kojih se dolazi s više od tri klika kao da i ne postoje.





- „Ne terajte posetioce da razmišljaju. Oni su na zadatku da pronađu ono što traže, a vi ste na zadatku da se pobrinete da ga pronađu,,.
- „Ljudi cene "pametno", ali ne na uštrb svog vremena. Igranje žmurke sa informacijama koje traže i prisiljavanje da "istraže" svaku stranicu na vašoj lokaciji neće se dobro završiti po vas,,.
- „Iz svakog posetioca čete dobiti samo toliko klikova, pa nemojte samo da im olakšavate pronalaženje onoga što traže, vodite ih unapred određenom stazom kako bi pronašli ono što želite da pronađu.,,

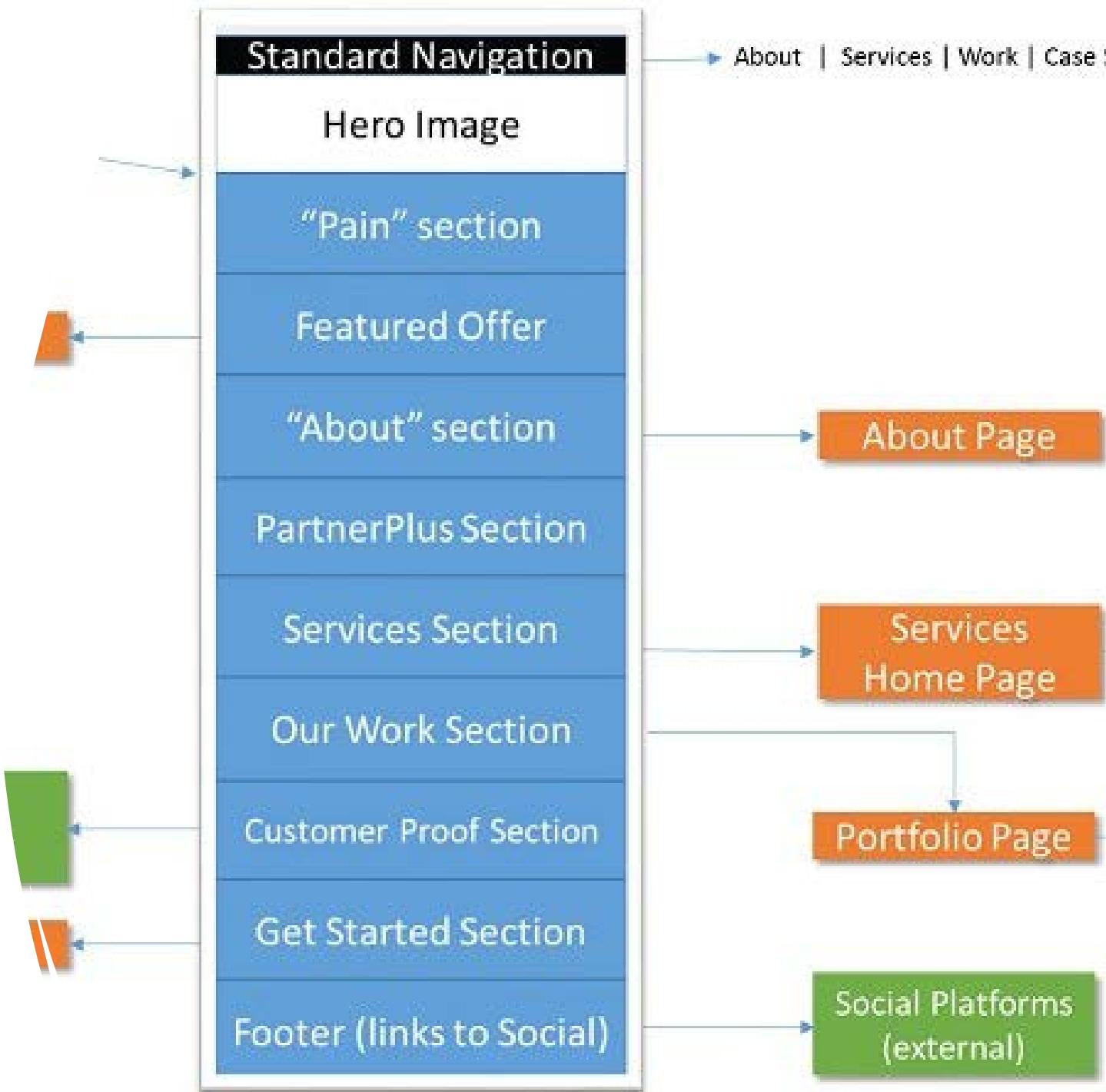
Razmisljajmo kao posetilac

- Subjektivna percepcija
- Objektivna percepcija
- Prediktivna percpcija
- Očekivanja!!!!



Mapa sajta

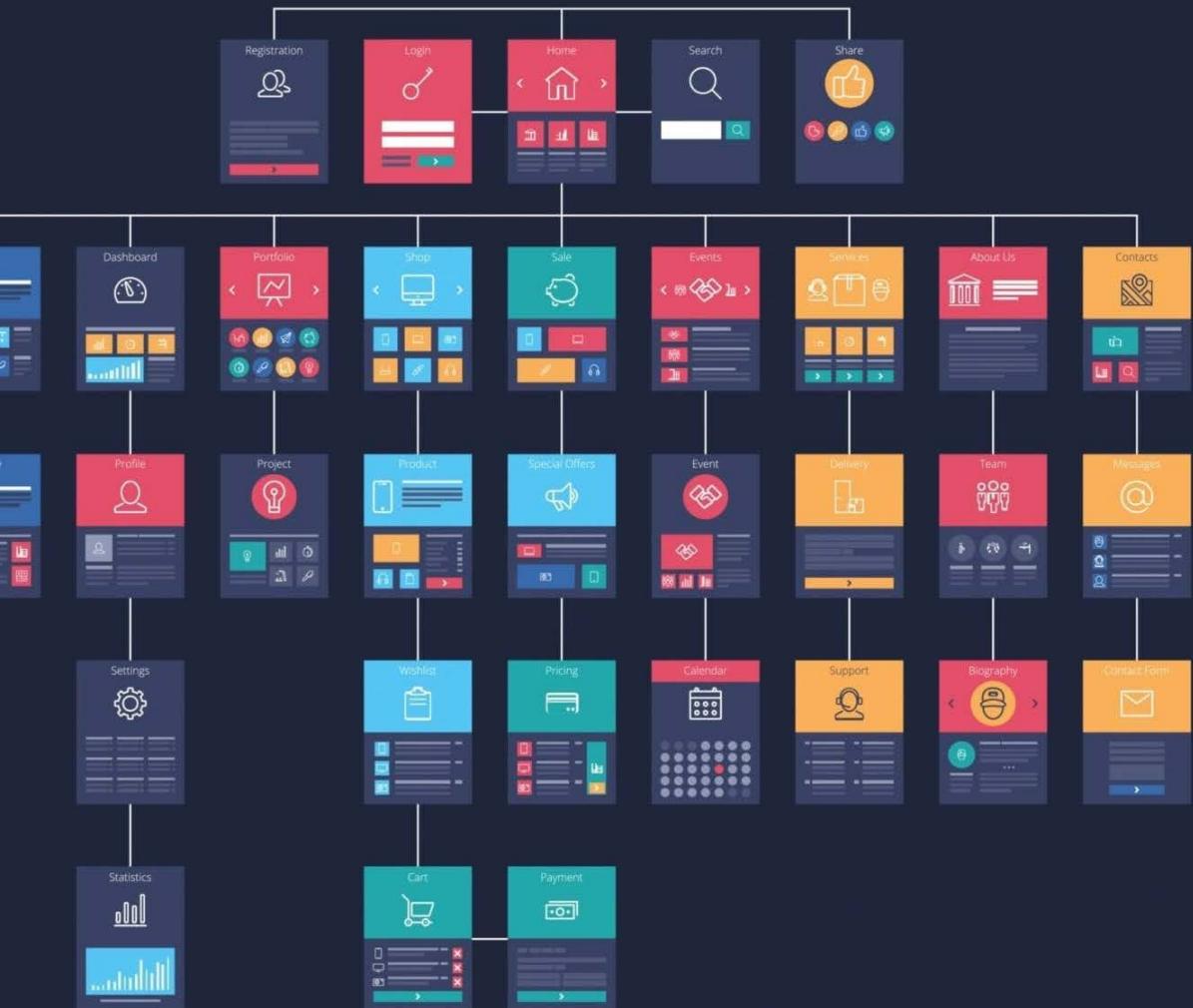
- Razmislijamo o putanjama " gde se slične informacije povezuju sa drugim srodnim informacijama do isključivanja drugih tema.
- Organizacija sadržaja za posetioce i njihovo usmravanje.

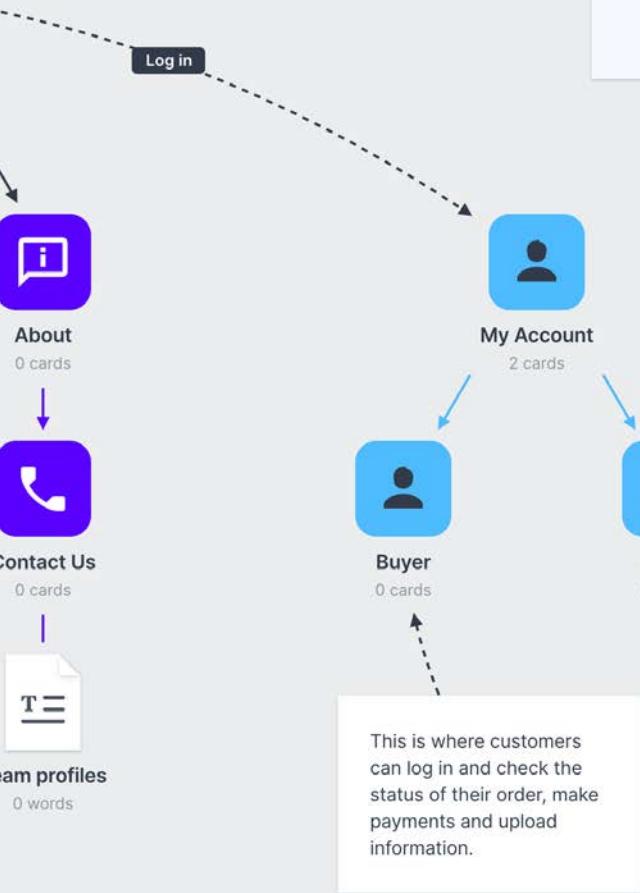


Mapa sajta

- Sitemap je XML fajl u kojem se nalaze svi važni sadržaji na vašem sajtu.
- Svaka stranica, fajl ili slika, za koje želite da se prikaže u rezultatima pretrage, treba da bude u vašoj mapi sajta. Iz tog razloga se naziva "mapa", jer prikazuje strukturu sajta, kao i šta ista uključuje.
- Mape sajtova olakšavaju pretraživačima da pročitaju sadržaj vašeg sajta i indeksiraju stranice. Kao rezultat, ovo povećava šanse da unapredite rangiranje vaše stranice.

Site Map





Značaj mape sajta

- mapa sajta će pretraživačima dati detaljne podatke u vezi strukture stranica na sajtu, linkove do istih, ali i informacije kada su stranice ažurirane, učestalost ažuriranja, kao i povezanost sa ostalim stranicama na sajtu.
- Mapa sajta prenosi pretraživačima gde mogu da pronađu najvažnije stranice na vašem sajtu, kako bi mogli da ih pretražuju i indeksiraju.
- Ovo je važno jer pretraživači ne mogu da rangiraju sadržaj, a da ih prethodno ne indeksiraju.

Ograničenja mape sajta

- Mapa sajta, ipak, ima par ograničenja. Naime, ona ne može da sadrži više od 50.000 adresa i mora da bude manja od 50Mb.
- Ukoliko vaša mapa sajta prelazi jednu ili obe navedene stavke, moraćete kreirati više od jedne mape sajta.



Kreiranje mape sajta

- WordPress

The screenshot shows the 'Features' section of the Yoast SEO plugin settings. At the top, there are three tabs: 'Dashboard', 'Features' (which is highlighted with a red border and has a red arrow pointing to it from the left), and 'Webmaster Tools'. Below the tabs, the title 'Features' is displayed. A descriptive text states: 'Yoast SEO comes with a lot of features. You can enable / disable some of them below. Clicking the question mark gives more information about the feature.' The features listed are: 'SEO analysis' (status: On), 'Readability analysis' (status: On), 'Cornerstone content' (status: On), 'Text link counter' (status: On), and 'XML sitemaps' (status: On). Each feature has a question mark icon for more information.

Dashboard Features Webmaster Tools

Features

Yoast SEO comes with a lot of features. You can enable / disable some of them below. Clicking the question mark gives more information about the feature.

SEO analysis ?

On Off

Readability analysis ?

On Off

Cornerstone content ?

On Off

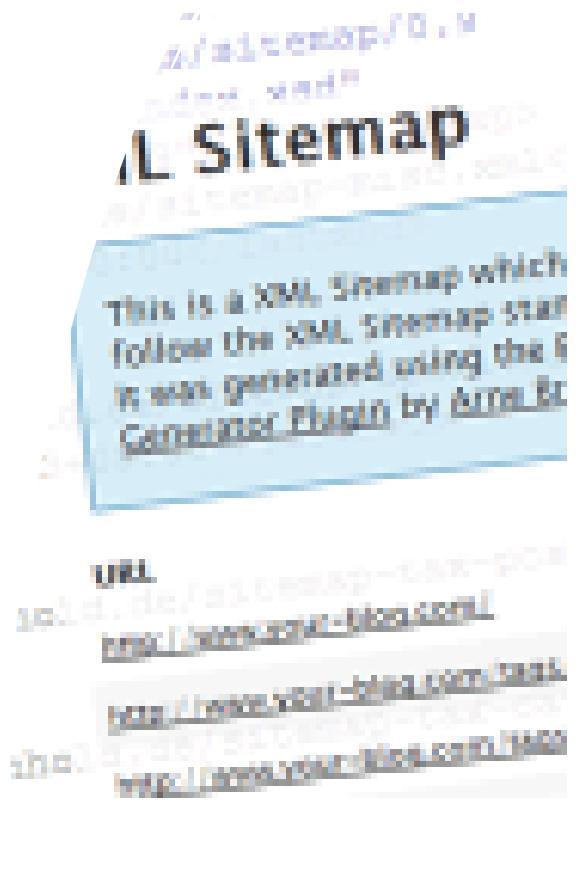
Text link counter ?

On Off

XML sitemaps ?

On Off

- Google XML sitemaps



in Active Installations



Google XML Sitemaps

This plugin will improve your search enginess better with sitemaps.

By Arne Brachhold



custom code ili HTML sajt:

- Ograničenje koje imaj besplatni online alati su u broju linkova, pa samim tim će ograničiti broj inteksiranih stranica do 500.
- www.xml-sitemaps.com
www.mysitemapgenerator.com
www.screamingfrog.co.uk
www.web-site-map.com



greenes.akademijanis.edu.rs



The best ways to be...

PV System Types: Gr...

drone-application-r...

Solar System Batter...

Solarna Autobuska...

BRUDER Toys meets...

Duško Radović - ре...

Машинки мультик...



All Bookmarks

RADNI
PAKETPROJEKTNA
DOKUMENTACIJA

GALERIJA

PARTNERI

KONTAKT

E-
PLATFORMA

Sr

En



GREENES KA220-HED

GREENES razvoj znanja i mogućnosti zelene energije, za energetsku stabilnost

ZAŠTO GREENES?

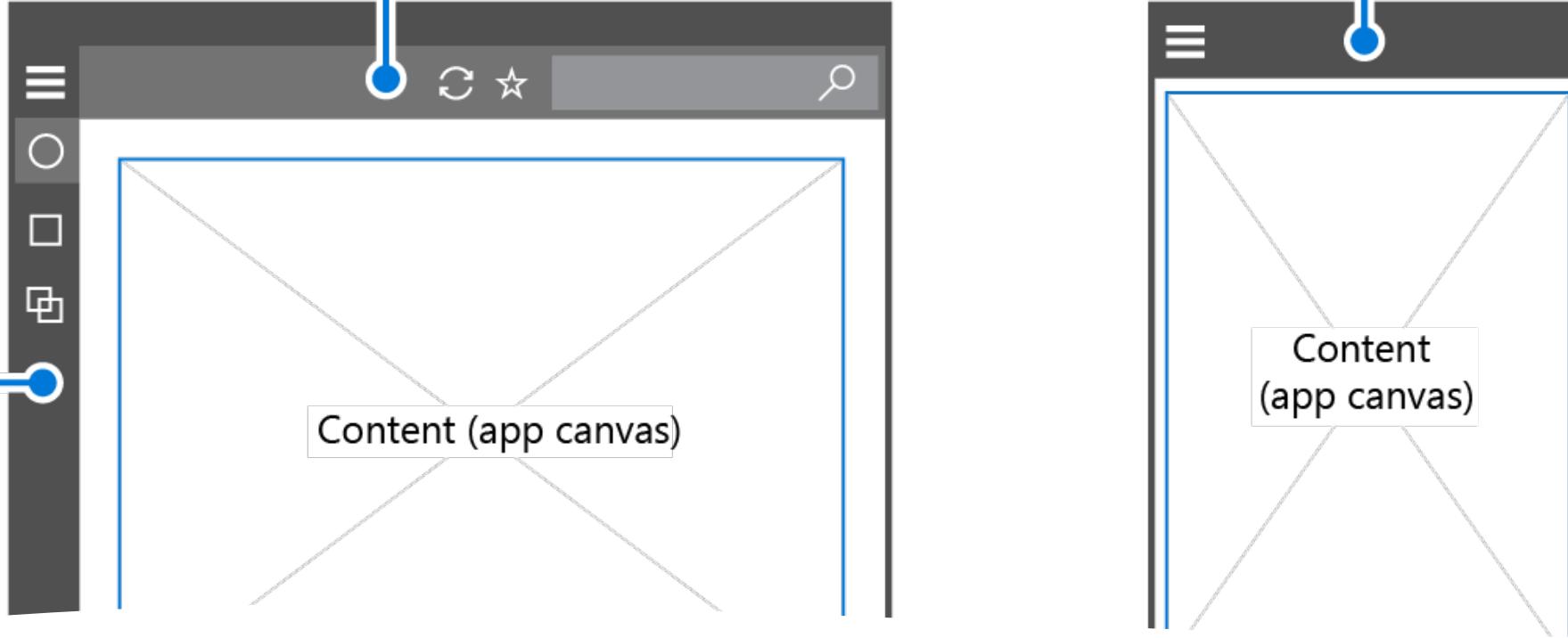


<https://www.optimizacijasajta.org/mapa-sajta>

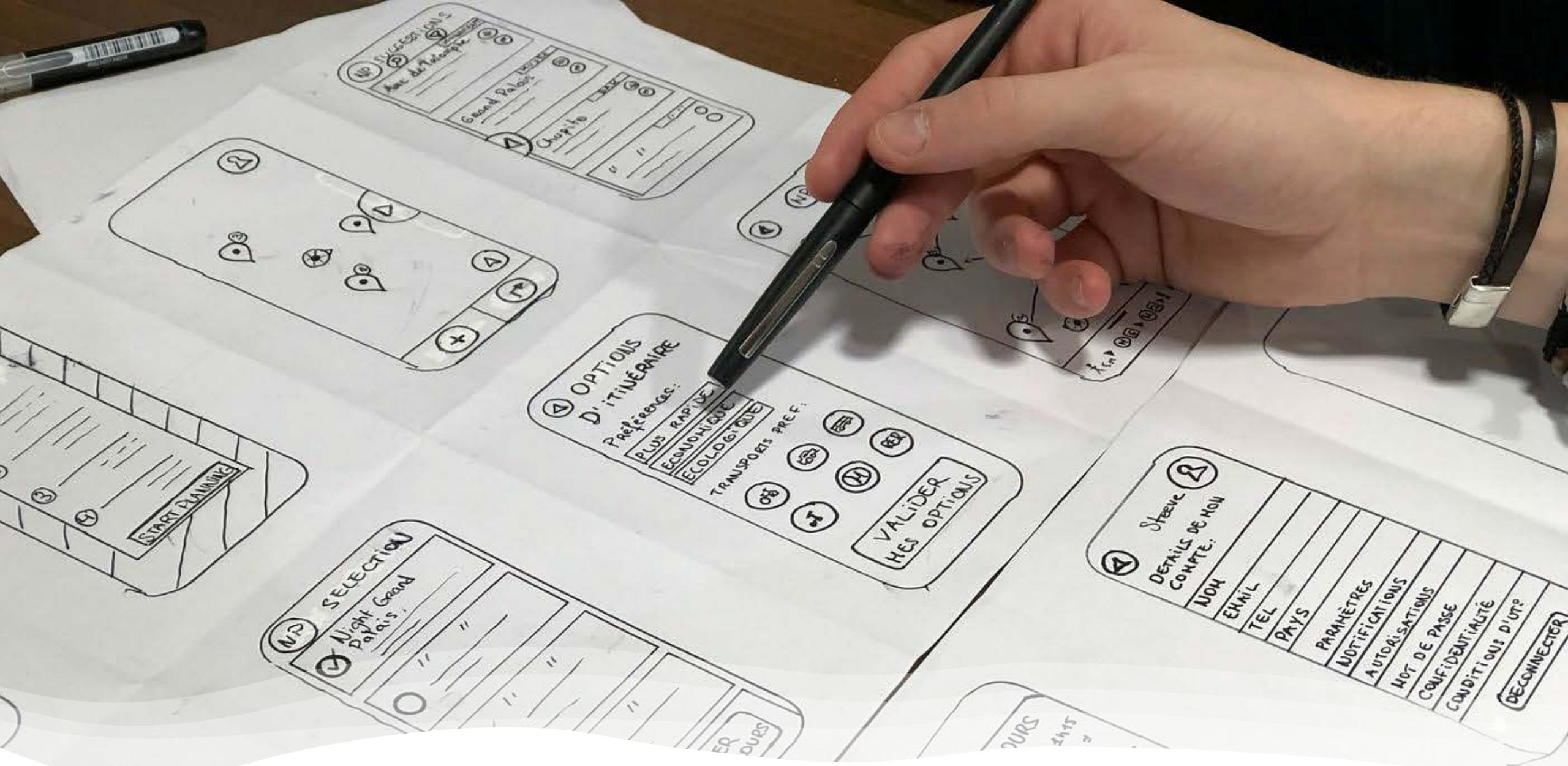
```
<url>
<loc>https://greenes.akademijanis.edu.rs/Resources/projektnaDokumentacija/UPRAVLJANJE_GREENES_PROJEKTNIM_PREOCEDURAMA_sr.docx</loc>
<lastmod>2024-02-25</lastmod>
<priority>0.5</priority>
</url>
<url>
<loc>https://greenes.akademijanis.edu.rs/Resources/projektnaDokumentacija/QAP_GREENES_sr.docx</loc>
<lastmod>2024-02-25</lastmod>
<priority>0.5</priority>
</url>
<url>
<loc>https://greenes.akademijanis.edu.rs/sr/galerija</loc>
<lastmod>2024-02-25</lastmod>
<priority>0.5</priority>
</url>
<url>
<loc>https://greenes.akademijanis.edu.rs/</loc>
<lastmod>2024-02-25</lastmod>
<priority>0.5</priority>
</url>
<url>
<loc>https://greenes.akademijanis.edu.rs/sr/kontakt</loc>
<lastmod>2024-02-25</lastmod>
<priority>0.5</priority>
</url>
<url>
<loc>https://greenes.akademijanis.edu.rs/en</loc>
<lastmod>2024-02-25</lastmod>
<priority>0.5</priority>
</url>
</urlset>
```

Deo XML koda

Intuitivna navigacija



- Jasna struktura i organizacija
- Jednostavan i razumljiv sistem pretrage
- Brza pretraga
- Relevantan sadržaj na svakoj stranici
- Responzivnost
- Korištenje vizualnih indikatora
- Testiranje na stvarnim korisnicima



Pravila



• Jasni nazivi paleta



NavCo

Products Services About Blog Contact



Generic navigation common to hundreds of millions of websites



About Blog Contact

NavCo

Compasses Chronometers Charts & Maps

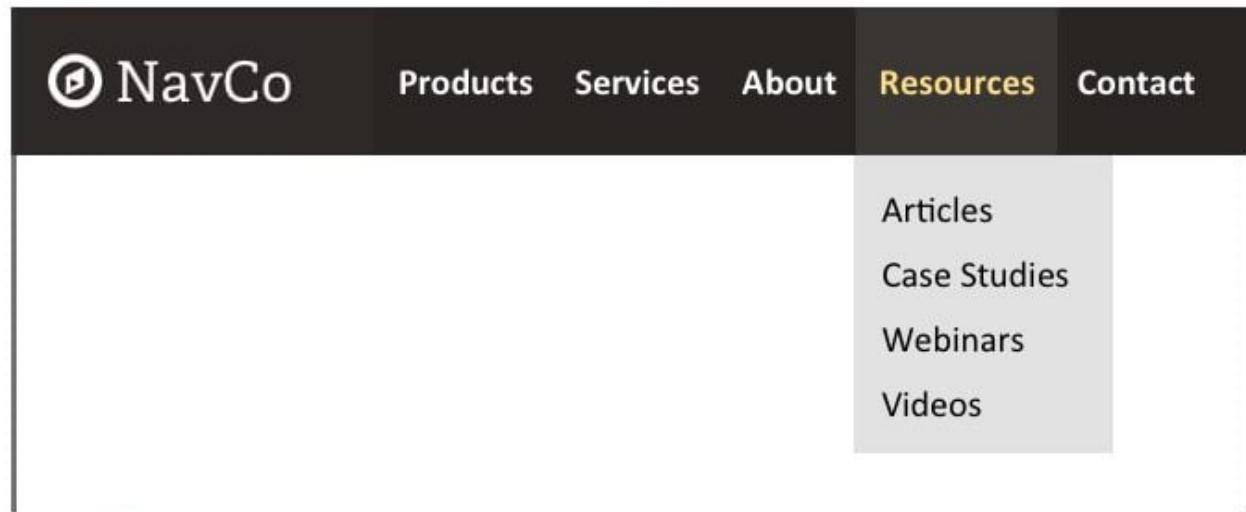


Descriptive navigation that includes relevance to both search engines and visitors



- Traka za navigaciju je ključno mesto koje ukazuje na relevantnost za pretraživače. Navigacija se pojavljuje na svakoj stranici dajući tim vezama poseban značaj.
- Opisnse palete za navigaciju su dobre za posetioce Koristite glavnu navigaciju kao mesto da kažete ljudima i pretraživačima šta radite.
- Traka za navigaciju je vizuelno istaknuta. Svi to vide.

Izbegavati
standardne
formatne opise za
navigacione
elemente



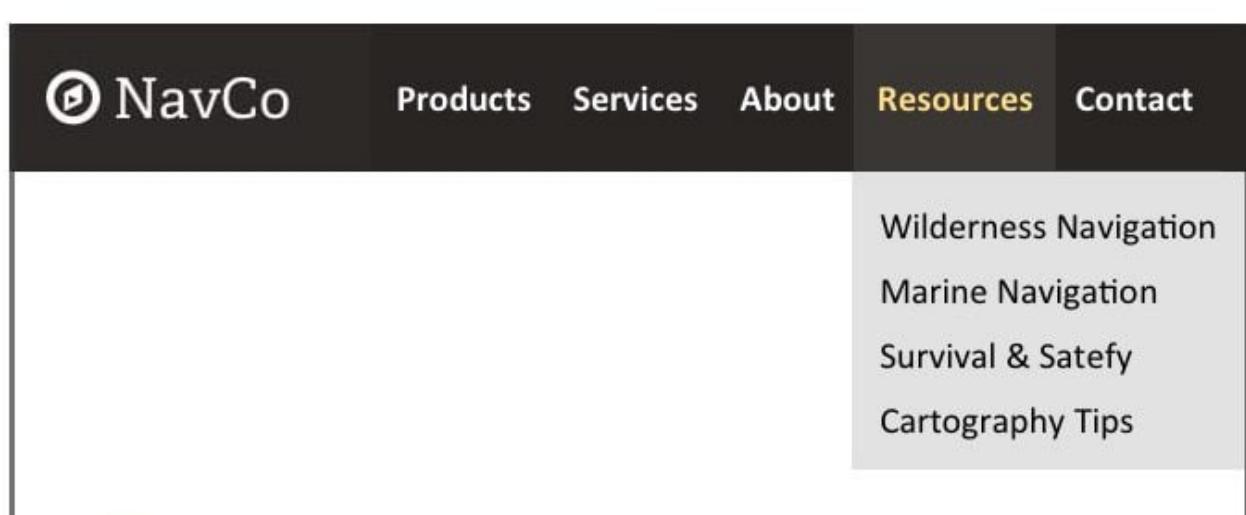
NavCo

Products Services About Resources Contact

Articles
Case Studies
Webinars
Videos



Format-based navigation isn't that helpful for visitors



NavCo

Products Services About Resources Contact

Wilderness Navigation
Marine Navigation
Survival & Safety
Cartography Tips



Visitors are far more likely to want a topic than a format!

Izbegavati male drop down menije

The screenshot shows a dark header bar with the logo "NavCo" and navigation links: Products, Services, About, Blog, and Contact. A dropdown menu is open under the "Products" link, listing six items: Lighthouses, Buoys, Foghorns, Beacons, Signals, and Leghorns. The dropdown menu has a light gray background and a thin black border.

Lighthouses
Buoys
Foghorns
Beacons
Signals
Leghorns

Example of a simple dropdown menu

The screenshot shows a dark header bar with the logo "NavCo" and navigation links: Products, Services, About, Blog, and Contact. A mega dropdown menu is open under the "Products" link, divided into four main categories: MARINE, PERSONAL, FOODS, and CLOTHES. Each category contains a list of related products. The mega menu has a light gray background and a thin black border.

MARINE	PERSONAL	FOODS	CLOTHES
Lighthouses	Compasses	Shrimp	Ponchos
Buoys	Sextants	Clams	Raincoats
Foghorns	Chronometers	Lobster	Rain Boots
Beacons	GPS Equipment	Scallops	Sweaters
Signals	Charts	Catfish	Slickers
Leghorns	Maps	Tuna	Hats

Example of a mega dropdown menu

- dodavanje call to action opcije u header

The screenshot shows the GoGlobal website homepage. At the top right, there is a navigation bar with links for "Resources", "For Client Workers", "Client Portal", "China", and "Japan". Below the navigation bar is the GoGlobal logo. To the right of the logo are three dropdown menus: "Global Employment Solutions", "Countries We Serve", and "Why GoGlobal". A prominent red rectangular button labeled "Get Started" is positioned next to the "Get Started" link in the dropdown menu. An arrow points from this "Get Started" button to a callout box on the right side of the page. The callout box contains the text "The call to action uses strong color contrast". Below the navigation bar, the main headline reads "People-First Global Human Resources". A subtext below the headline says: "Put humans back in charge of human resources. Hire who you want anywhere in the world—and deliver human, compassionate HR support with our Employer of Record services." At the bottom of the main content area, the tagline "GO FAST. GO SMART. GOGLOBAL." is displayed.

Navigation Primary CTA Button Copy

PRIMARY[View in Analytics](#)

Based on Google Analytics data as of Thu, Dec 9, 2021, 5:11 AM CST. ⓘ

The original had 2x the CTR as the variants

		OBSERVED DATA		OPTIMIZE				
Variant ↑	⋮	Experiment Sessions	Experiment Conversions	Calculated Conversion Rate	Probability to be Best	Probability to beat Original	Modeled Conversion Rate	Modeled Improvement
<input checked="" type="checkbox"/> Original	⋮	619	20	3.23%	94%	Baseline	2.0% 	Baseline
<input checked="" type="checkbox"/> Let's Get Started	⋮	606	6	0.99%	<1%	<1%	0.4% 	-88% to -22%
<input checked="" type="checkbox"/> Get Started Today	⋮	568	9	1.58%	4%	5%	0.8% 	-77% to 13%
<input checked="" type="checkbox"/> Reach Out to Learn More	⋮	563	5	0.89%	<1%	<1%	0.3% 	-90% to -27%

Grupisanje stavki kada ih ima više od sedam

- Neke Veb lokacije imaju na stotine linkova na matičnoj stranici. Ograničavanje broja veza u glavnoj navigaciji je dobro iz dva razloga.
- Manje stavki u navigaciji je dobro za pretraživače
- Home page stranica ima najviše "autoriteta" u očima pretraživača. To je zato što se više lokacija povezuje sa Home page stranicom nego sa bilo kojom unutrašnjom stranicom.
- Ovaj autoritet se protiče do unutrašnjih stranica kroz navigaciju.
- Ako navigacija sadrži 50 stavki i u kombinaciji sa svakom drugom vezom i dugmetom na stranici, matična stranica se povezuje sa ukupno 100 stranica.
- To znači da je količina autoriteta prosleđena sa matične stranice na svaku od tih stranica podeljena sa 100. Ovako arhitektura informacija utiče na SEO.
- Ako se smanji broj veza na pola, udvostručiće se autoritet prosleđenih sa Home page stranice i povećava se šansa da se unutrašnje stranice rangiraju visoko.



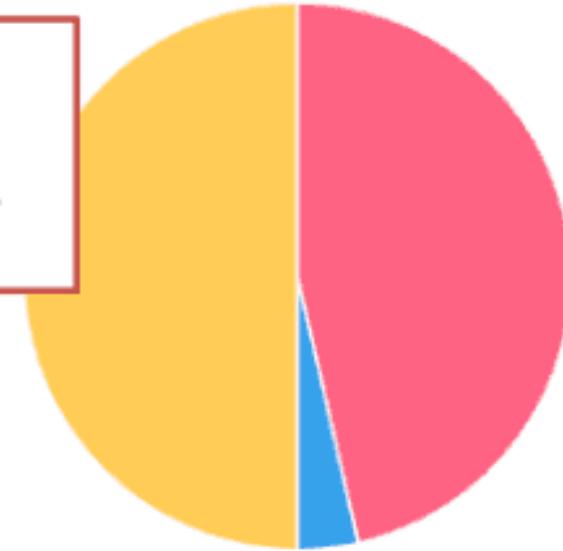
Links Counter

If you're curious about how many links you have on a page of your website, just enter the URL below and click "Count" to get a breakdown!

URL

Check

This page has 52 links
(in the navigation and the body)



FILTER BY:

■ INTERNALS (52)

■ EXTERNALS (4)

■ DO FOLLOW (56)

■ NO FOLLOW (0)



NavCo

Lighthouses

Buoys

Foghorns

Beacons

Signals

Compasses

Sextants

Chronometers

GPS Equipment

Charts & Maps



Navigation includes too many items to be easily scanned by visitors



NavCo

MARINE NAVIGATION

Lighthouses

Buoys

Foghorns

Beacons

Signals

PERSONAL NAVIGATION

Compasses

Sextants

Chronometers

GPS Equipment

Charts & Maps

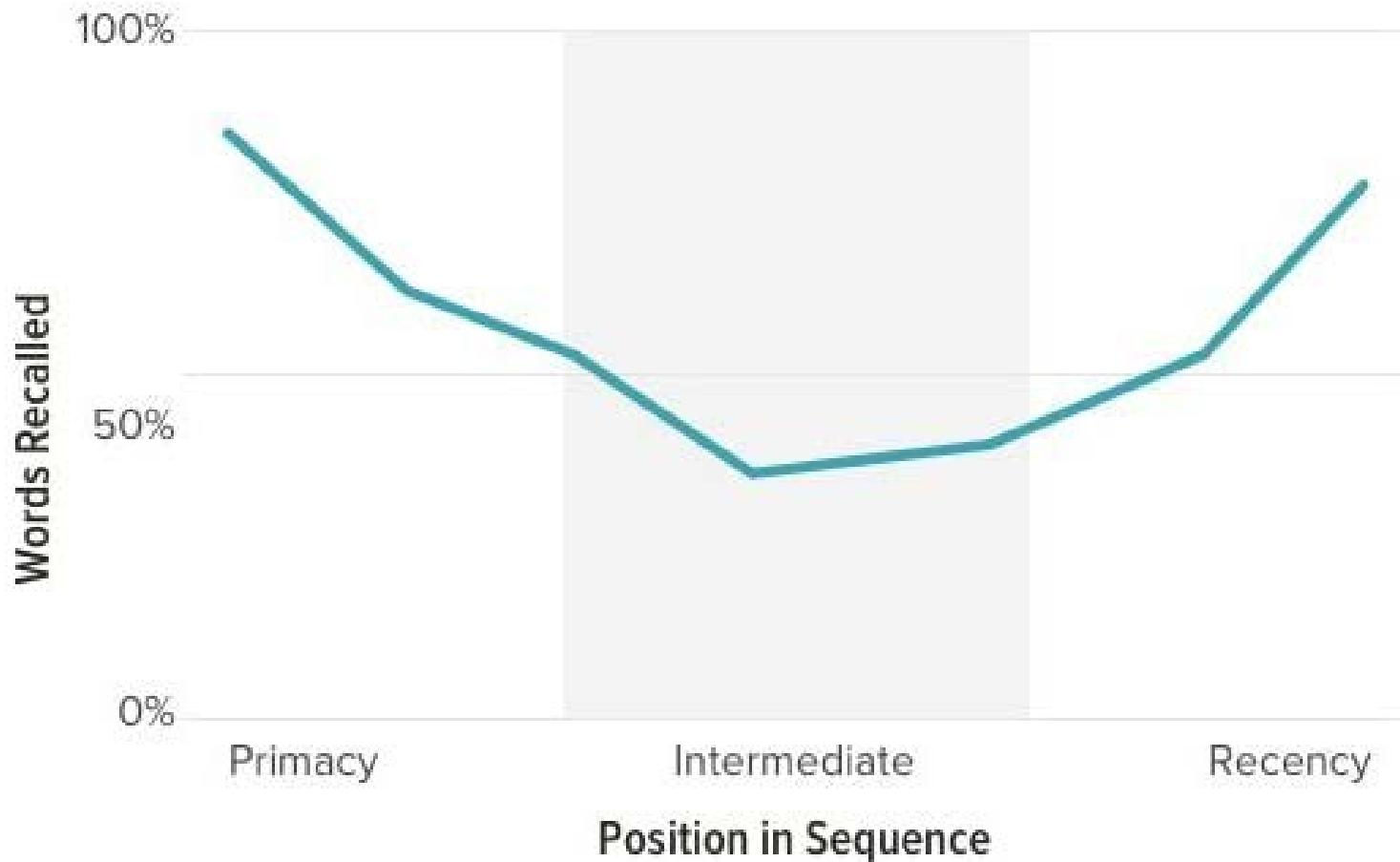


Grouping items into chunks of five makes your navigation much easier for visitors to read and scan



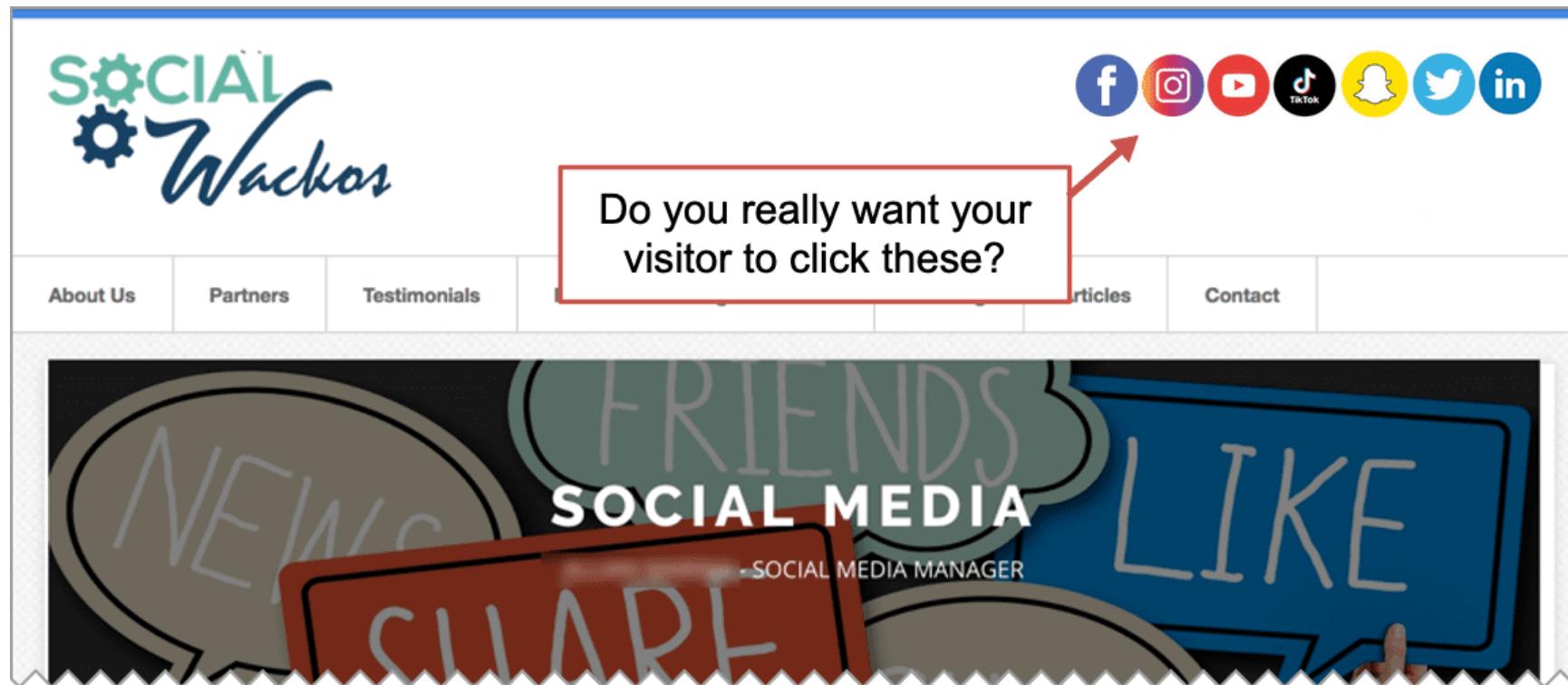
orbitmedia.com

- Redosled navigacije vašeg web sajta je važan
- Broj stavki je bitan, ali i redosled tema.
- U navigaciji sajtova, baš kao i svaka lista, stavke na početku i kraju su najefikasnije, jer je ovde pažnja i zadržavanje najveće - efekat serijskog položaja
- Primarni efekat - Stavke na početku liste se lakše pamte.
- Prethodni efekat ponovne preciznosti: Stavke na kraju liste (ili stvari koje su se upravo desile) lakše se pamte.

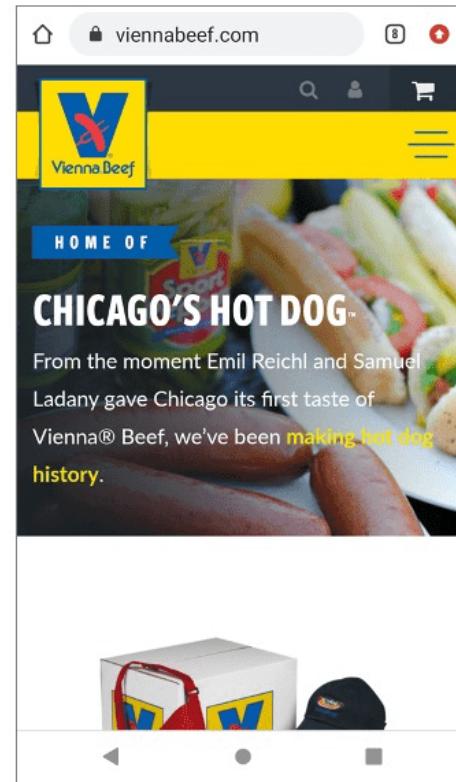


Attention and retention are higher at the beginning and end of any sequence.

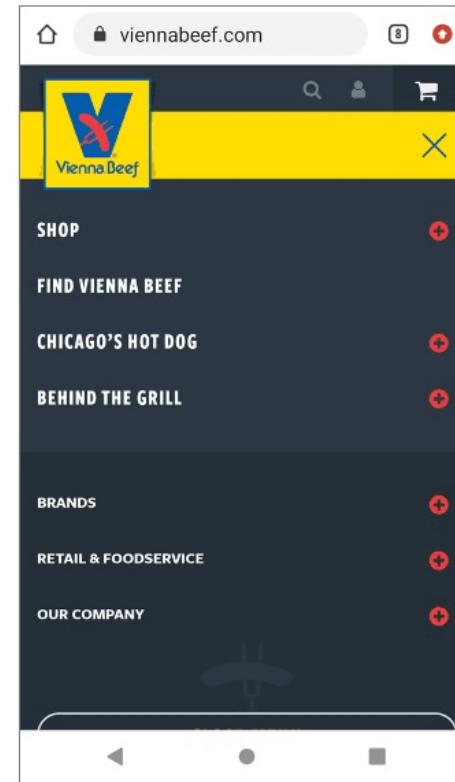
Vidljivost društvenih mreža



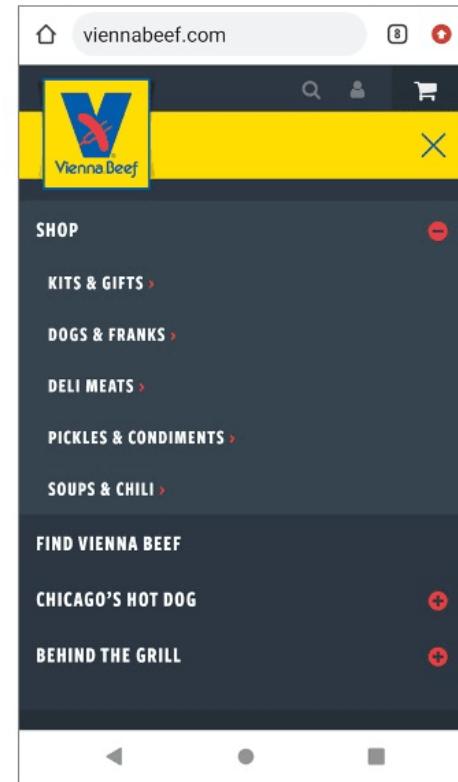
Navigacija na mobilnim uredajima



Tap the hamburger icon...

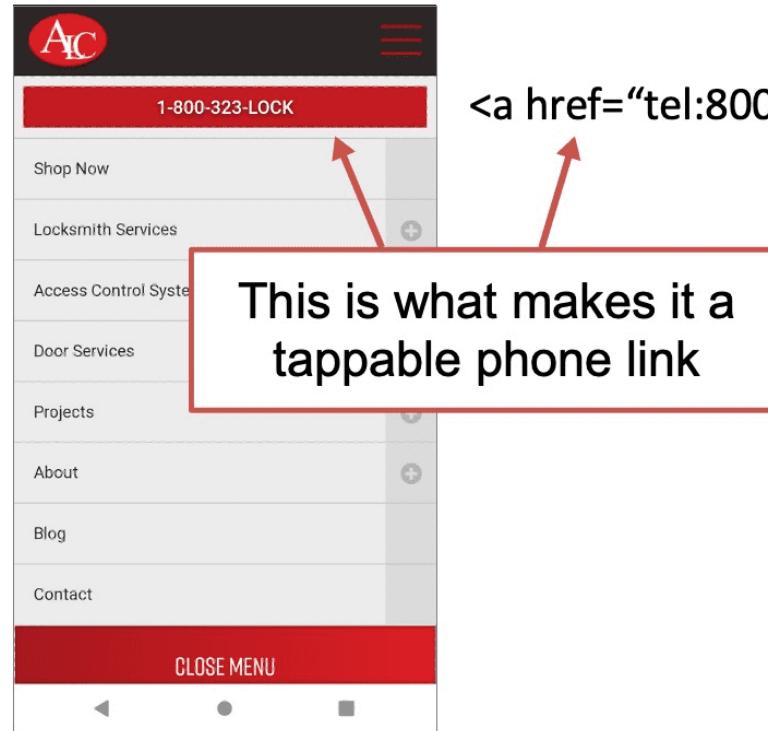


to see the mobile menu.
Then tap the plus icon...



to see the interior pages...

Broja telefona u menijima za mobilne uređaje



Optimizacija navigacije pomoću analitike

The screenshot shows the Google Analytics interface for the account 'OrbitMedia.com'. The top navigation bar includes the 'Analytics' logo, account information ('All accounts > OrbitMedia.com [GA 4] https://www.orbitme...'), a search bar ('Try searching "Web overview"'), and a notification icon ('0'). On the left, a sidebar lists navigation icons: Home, Reports, Explore, and Data Studio. The main content area is titled 'Explorations' with the sub-instruction 'Start a new exploration'. It displays four exploration types: 'Blank' (a plus sign icon), 'Free form' (a grid of colored squares), 'Funnel exploration' (a bar chart with funnel segments), and 'Path exploration' (a tree graph icon). A red box highlights the 'Path exploration' section, with the text 'Choose “Path exploration”' overlaid, and a red arrow points from this text to the 'Path exploration' icon. To the right, a 'Template gallery' button is visible.

All accounts > OrbitMedia.com
[GA 4] https://www.orbitme... Try searching "Web overview"

Analytics

Explorations

Start a new exploration

Blank Create a new exploration

Free form What insights can you uncover with custom charts and tables?

Choose “Path exploration”

Path exploration What user journeys can you uncover with tree graphs?

Template gallery

