

Practice Abstract #14

Choosing an effective menu structure for your project website

Websites are central to the communication and dissemination activities of most multi-actor projects. But how to enhance their effectiveness and impact?

Little things can make a big difference. Therefore, it is important to think about the smallest details when creating a project website, including carefully planning the menu structure and ensuring it is 'fit-for-purpose'. Most websites are built with more or less similar **structure** (e.g. menu options such as "About", "Partners", "Results", "News", "Events", and "Contact"), and **functionality** (e.g. a search function, user authentication, downloads, subscription to receive updates and newsletters, etc.). Depending on the project and target end-users, the website may include additional features such as:

- Multi-lingual options – many multi-actor projects are international, with target end-users speaking several languages. Providing a range of language options will significantly increase the likelihood of the project results being used.
- Open data access – some multi-actor projects offer open-source data repositories, but who can upload and edit the data? Does access to the data require registration? Are there any restrictions on data use? What data interfaces are used?
- Forums and/or user feedback – these features enhance interactivity with end-users and help to improve the platform for the target audience.

These additional features can be key to achieving a project's goals, but to be effective, they need to be integrated into a clear and easy-to-use menu structure that visitors to the website can easily navigate. This needs to be included in the early stages of website planning rather than being added later.

