

STOP MAKING THE MENU DO UNPAID EMOTIONAL LABOR

# Navigation Cleanup Checklist

Your navigation should help buyers find the page they came for. It is not a storage unit for every page you have ever created.

## Keep money pages close

Important pages should not be buried.

## Make mobile easy

Most buyers will judge the menu on a phone.

## Use the footer

The footer can carry practical links without cluttering the top.

# Map the Current Menu

Write every nav item down. If you cannot explain why buyers need it, it probably does not belong in the main menu.

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NAV ITEM	BUYER NEED	KEEP, MOVE, OR CUT?	NEW LABEL

# Build the Simple Menu

Most local businesses can start with this and adjust only when there is a real reason.

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- Services
- Proof or Work
- About
- Service Areas
- Resources or Guides
- Contact

# Test the Phone Version

A clean desktop menu does not matter if the mobile menu is annoying.

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- Menu labels are short.
- Buttons are easy to tap.
- Phone number or contact CTA is visible.
- Dropdowns are not hiding core service pages.
- Footer repeats contact details and service areas.