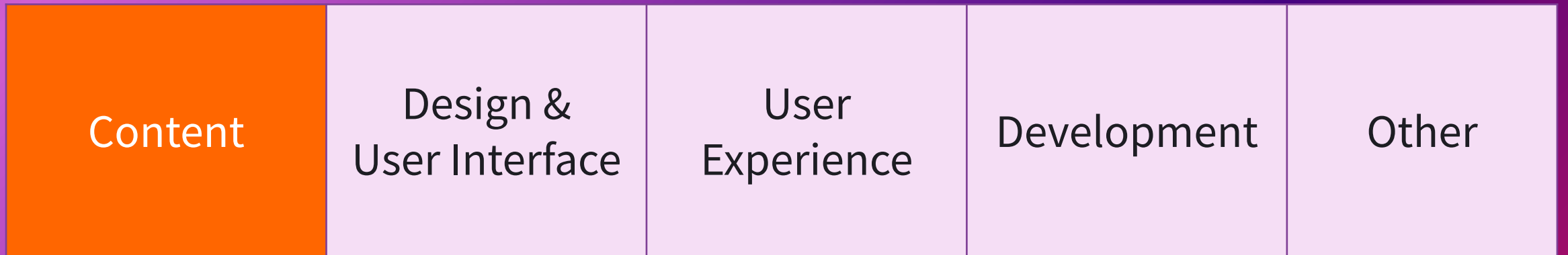


From MESS to SUCCESS

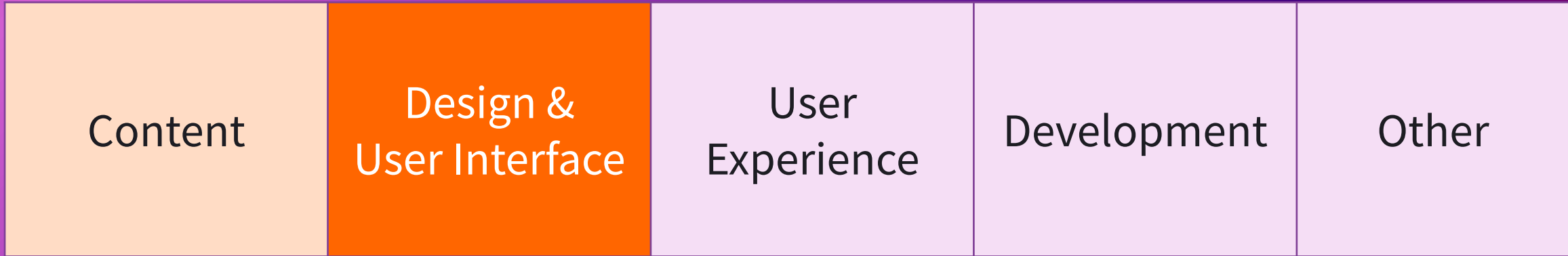
INFORMATION ARCHITECTURE
GUIDE FOR WORDPRESS

WITH
JO MINNEY

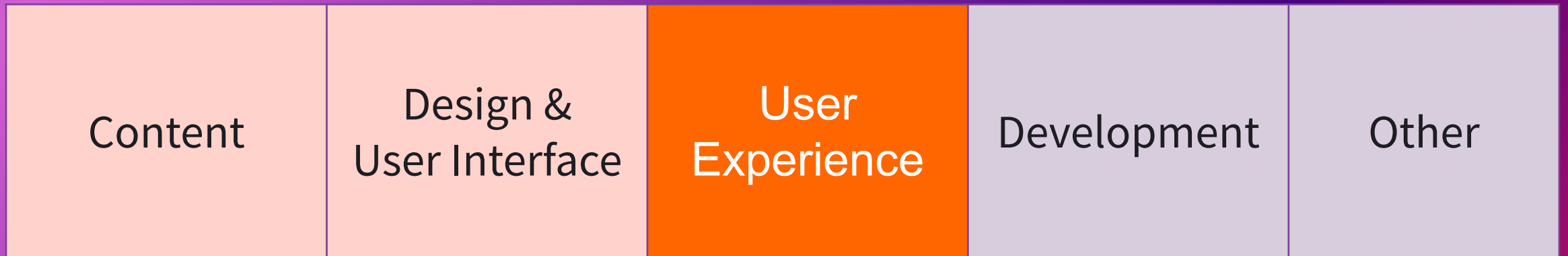




CREATE OR CURATE STUFF PEOPLE CONSUME

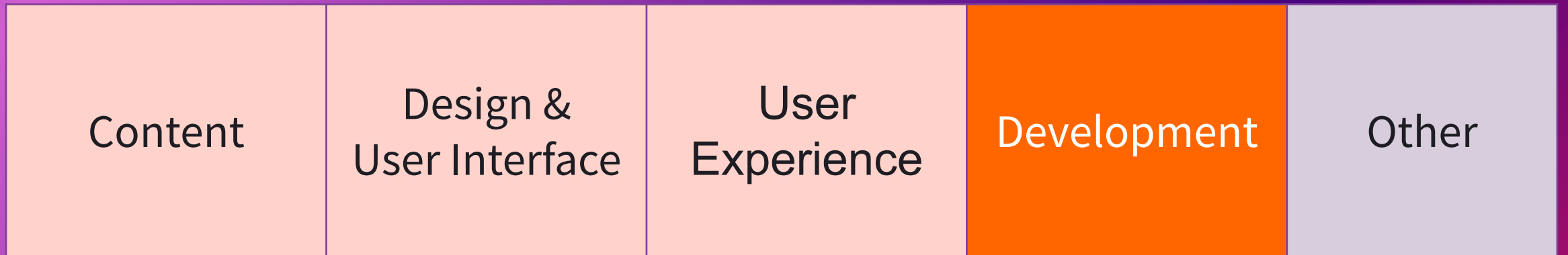


DESIGN STUFF PEOPLE SEE



BUILD STUFF PEOPLE INTERACT WITH





BUILD STUFF PEOPLE BUILD WITH





SUPPORT, HOSTING, SEO, ETC.



WHAT IS
**Information
Architecture?**

1. The structural design of information.
2. The art and science of organising and labelling to support usability & findability.





Key Terms

LANGUAGE IS
IMPORTANT!

Findability



How easy it is for users to find an item they are actively looking for - typically via search and/or navigation.

Discoverability



How easy it is for users to come across an item without actively looking for it – for example, linked content

Information Scent



A user's estimate of the value of a link, based on how likely they think it is to help them reach their goal.

TIP 1:

CARD SORTING

STEP 1. BRAINSTORM



NEWS

LOCATIONS

SHOP

ABOUT

BLOG

TEAM

SERVICES

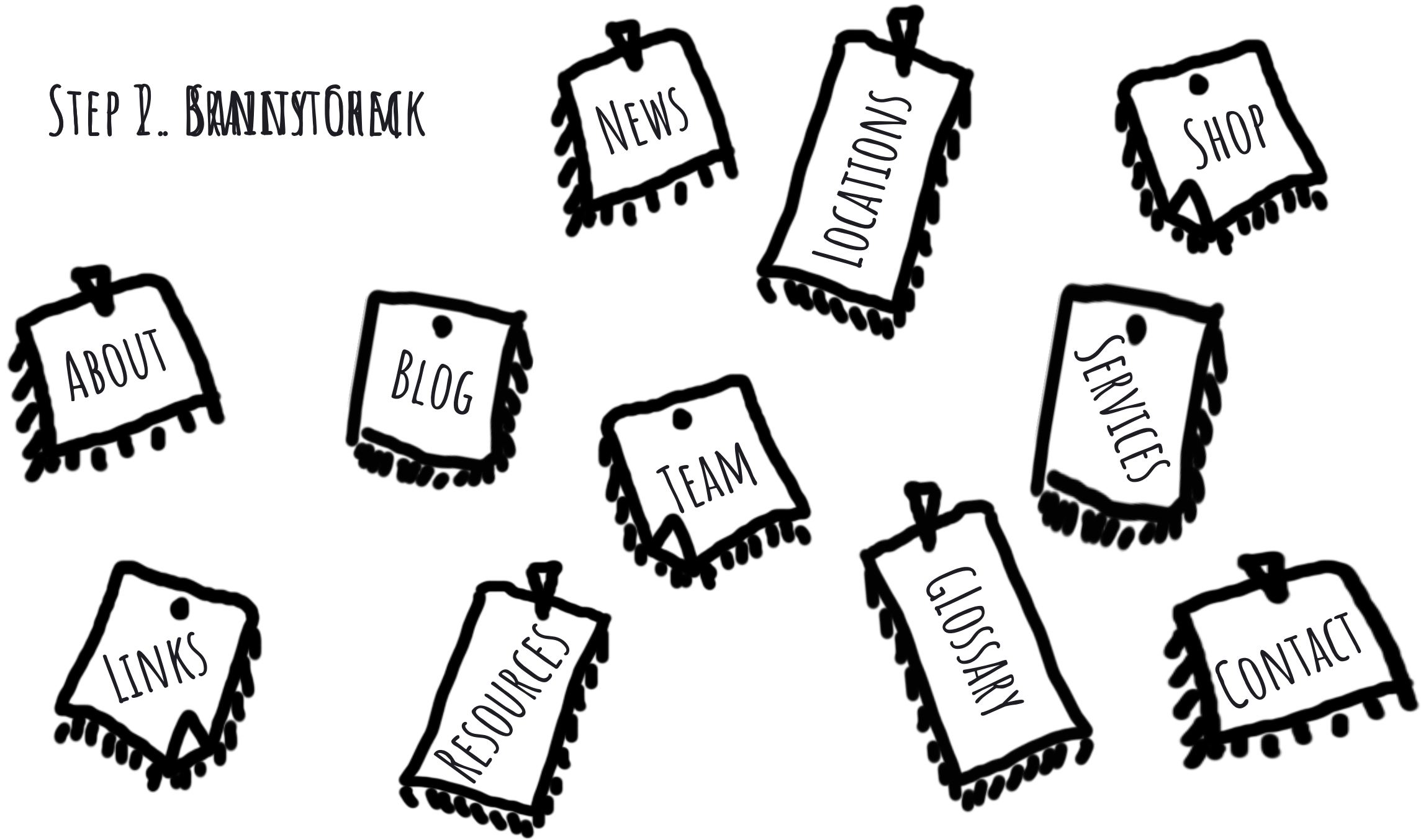
LINKS

RESOURCES

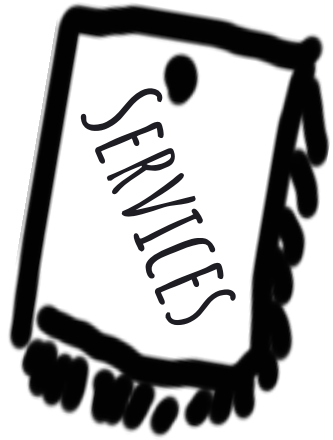
GLOSSARY

CONTACT

STEP 2.. BRAINSTORM



STEP 3. GROUP



ABOUT US
What's on/ Events
LOCATIONS
Services

Snap shot
PEOPLE
Board
Advisors

AWARDS
STATISTICS/
ANALYTICS
IN THE
COMMUNITY
CASE
STUDY

Contact US

FAQs

What's on/ Events
LOCATIONS
All Events
Gosnells Incubator
WORKSHOPS
ECUBIC ETC
NETWORKING
BERIMANT
WEBINARS
GREENSCORES QLD
MACBAY

FLOOR PLAN
Office space / Accommodation
TRAINING ROOMS HERE
CO-WORKING SPACE
PRICING
3D WALKTHRU
MAPS
Tenants
MEMBERSHIP
PEOPLE
STRATEGIC PARTNERS
INCUBATOR APPLICATION FORMS
Booking
CO-WORKING MEMBERSHIP APPLICATION FORM

ACTIONS
Services
BUSINESS ADVISORY PROGRAMS
ASBAS
Business Local
EFS
BUSINESS COACH
OTHER PROGRAMS
INCUBATORS
mentoring
BUSINESS SUPPORT
BUSINESS GROWTH HELP
HEALTH CHECKS
RTO
Small business Admin
Leadership
Starting a small business
Advisors
Cyber security
Websites
Facebook
SEO
Mailchimp
Canva

MEMBER
CHAT

ABOUT
US

What's on/
Events

LOCATIONS

Services

RESOURCES
LIBRARY

Contact
US

LOGIN

Blog

FAQs

News + Updates

- Latest News
- Subscribe

Events

- calendar
- event spaces
- past events

Contact

- Form
- Details

SEARCH

About VP

Snapshot

History + Future

Town Projects

Interactive Map

Strengths/ opportunities of the places

Plans + projects in each places.

Explore Opportunities

Why Vic Park?

Economic stats

Demographics

Investment case studies
→ current
→ future

Investment opportunities

Getting Started

Starting a business basics

Forms for businesses

Planning an investment

External resources (ie 200c)

JOB DONE.

JOB DONE?

✓ Content inventory

✓ Content audit

✓ Information grouping

□ Taxonomy Development

□ Descriptive Information Creation



IA VS NAVIGATION
(NIELSEN NORMAN GROUP)

MAKING SENSE OF IT ALL...

What exactly is a taxonomy?

(AND WHY DO I NEED THEM?)



taxonomy NOUN

1. the scientific process of classifying things
(= arranging them into groups)
2. a particular system of classifying things

- THE OXFORD ADVANCED AMERICAN DICTIONARY

In Practice...

1. **Types** of content
2. **Groups** of content

CATEGORY & TAGS

ARTICLE

EVENTS

PERMISSIONS

HIERARCHY

DOWNLOADABLE RESOURCE

... (ANNOUNCEMENTS, RELATIONSHIPS).

Relationships are Key...

TO USABILITY AND FINDABILITY!

- ✓ Search
- ✓ Filters
- ✓ Cross-linking
- ✓ Functionality

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FAQs

ACTIONS

Services	BUSINESS ADVISORY PROGRAMS	ASBAS	Business Local	EFS	BUSINESS COACH	OTHER PROGRAMS
INCUBATORS	mentoring	BUSINESS SUPPORT	BUSINESS GROWTH HELP	HEALTH CHECKS		
RTO	Small business Admin	Leadership	Starting a small business			
Advisors	Cyber security	Websites	Facebook	SEO	Mailchimp	Canva

What's on/ Events
LOCATIONS
All Events
Gosnells Incubator
WORKSHOPS
ECUBIC ETC
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INCUBATOR APPLICATION FORMS
Booking
CO-WORKING MEMBERSHIP APPLICATION FORM

MEMBER
CHAT

Home	About	Services	Programs	Program (e.g. EFS) <1	Events	Individual Event >10
Team (e.g. Board)	Teams <	Team Member ~5	Locations	Location (e.g. Sydney) <1	Pricing	Tenants 0
Tenant >4	Courses 5	Course (e.g. SSH123) 0 5 -	RTO	Contact 0	Location Type (e.g. Incubator) 3	Blog
Topic (e.g. finance) 0 ~1	Tags (e.g. specific software) LOT	Partners 20 5 -	Event Type (e.g. workshop) 6	Jobs	Media Kit	Landing Page(s)
Advisor 0	Advisors S >5	Specialty (e.g. CRMs) 20 LOT	Blog Post ?	Resource >5	Resource Types (e.g. infographic) <1 0	FAQs 20 -
Case Study >5 0	Case Studies 0	Register S	Resource Library	FAQ Category (e.g. Incubator) 0 10 ?	Job	Advisor Application 50

TIP 2:

COLOUR CODE

Standard Static Page	Custom Content Type (e.g. Event)	Hierarchical Taxonomy (e.g. Category)
Child Page	Dynamic Page (e.g. Archive)	Non-Hierarchical Taxonomy (e.g. Tags)
Section (anchor link)	Landing Page (not in nav)	External Link

Home	About	Services	Programs <1	Program (e.g. EFS)	Events >10	Individual Event
Team (e.g. Board) ~5	Teams	Team Member	Locations <1	Location (e.g. Gosnells)	Pricing	Tenants >4
Tenant 0	Courses 5 -	Course (e.g. SSH123)	RTO 0	Contact	Location Type (e.g. Incubator)	Blog 0
Topic (e.g. finance)	Tags (e.g. specific software) 20 LOT	*Partner(s) 5 -	Event Type (e.g. workshop)	Jobs	Media Kit	Landing Page(s)
Advisor 0	Advisors >5	Specialty (e.g. CRMs) LOT	Blog Post ?	Resource	Resource Types (e.g. infographic)	*FAQ(s) 20 -
Case Study	Case Studies >5	Register S	Resource Library >5	FAQ Category (e.g. Incubator)	Job	Advisor Application 50

?

quick exit to safety social media Donate emergency help Online Safety

news FAQs contact us get involved Search

home

Myself or Someone I know needs Help

I want to provide support

Who are Zonta House?

Stats Heartstrings Impact

News/Events/Campaigns

Services x10

get involved

FAQs

contact us

About

who we are

Purpose, Vision & Values

Our Impact annual reports

Our People

History

Supporters

impact

Achievements

social return on investment report

social impact report

Success Stories

feedback (testimonials)



resources

Online Safety

Get Help - safety planning

useful links

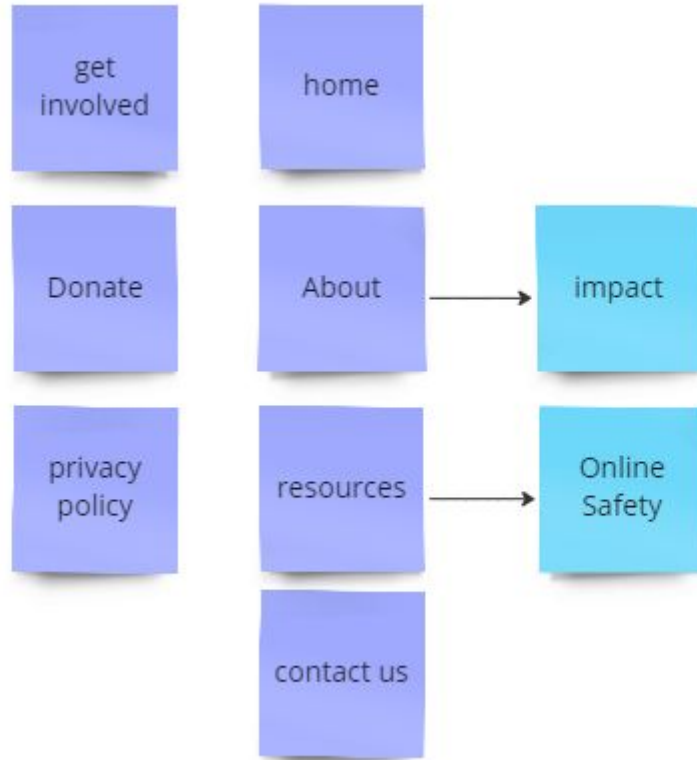
what is domestic violence

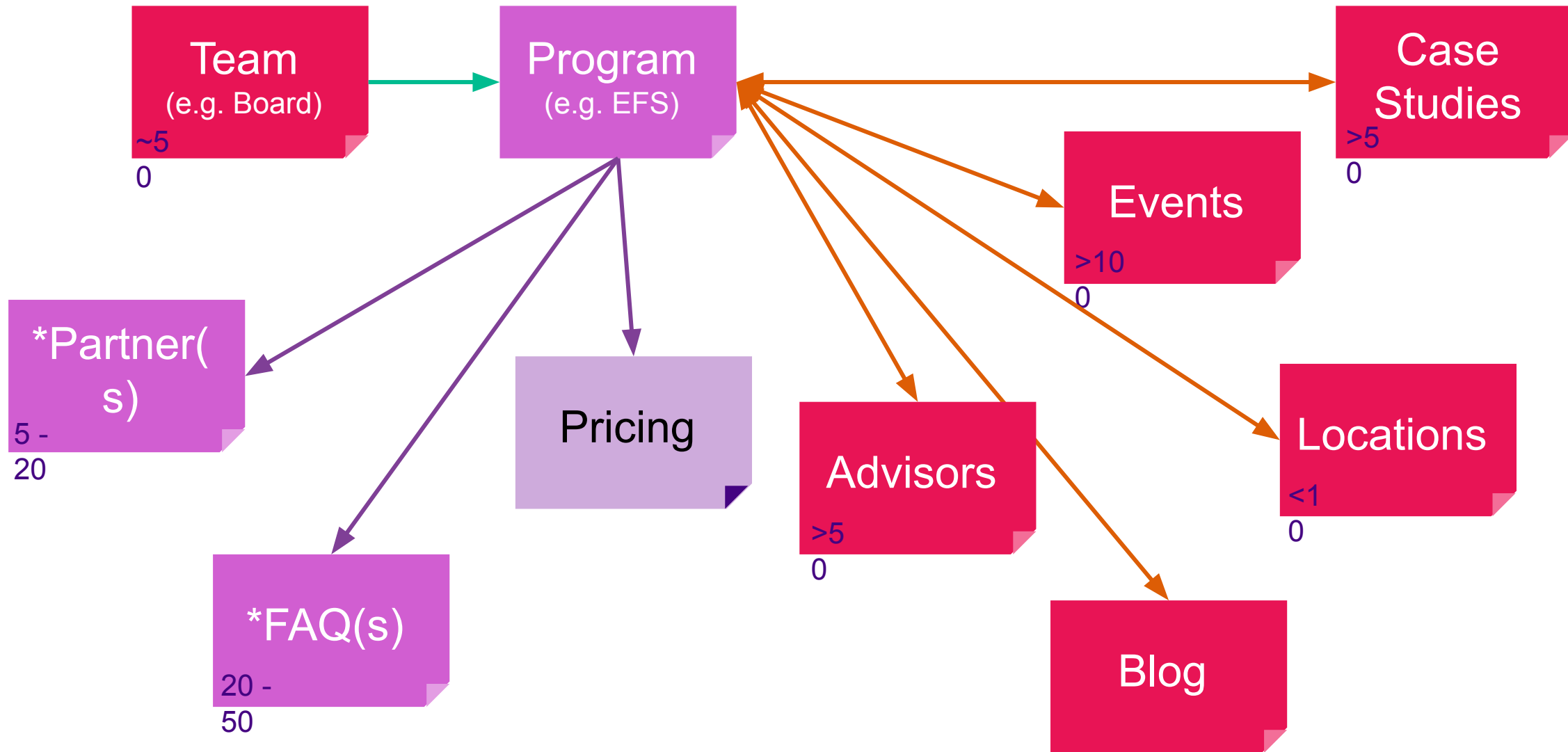
Campaign Calendar	how to support	Partner with Us	contact us	community engagement
events	donations	newsletter subscription	supporters	corporate volunteering
call outs	training opportunities	Collaboration	career opportunities / work with us	student placements
volunteer	give us money			

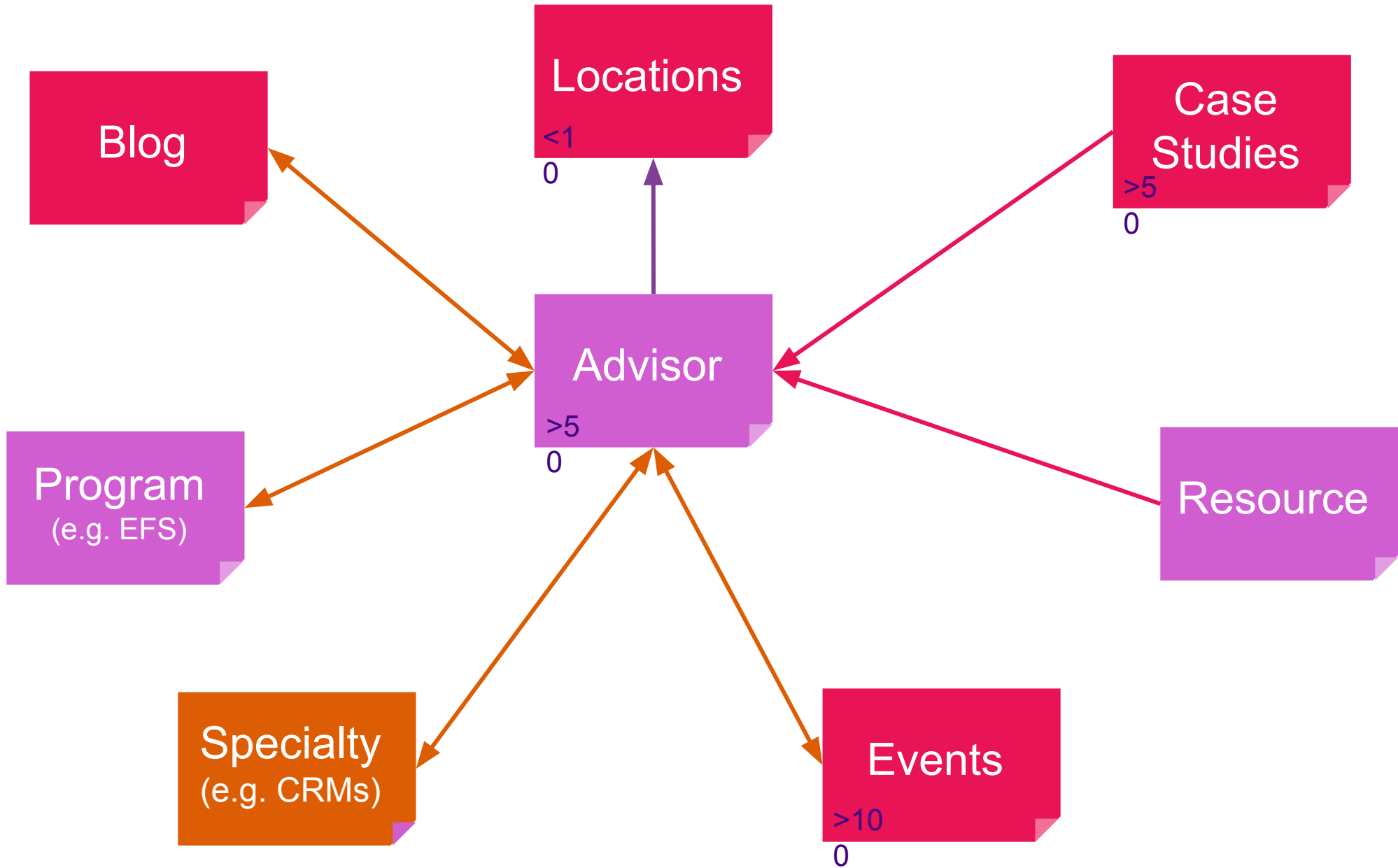
privacy policy AoC Definition of Women

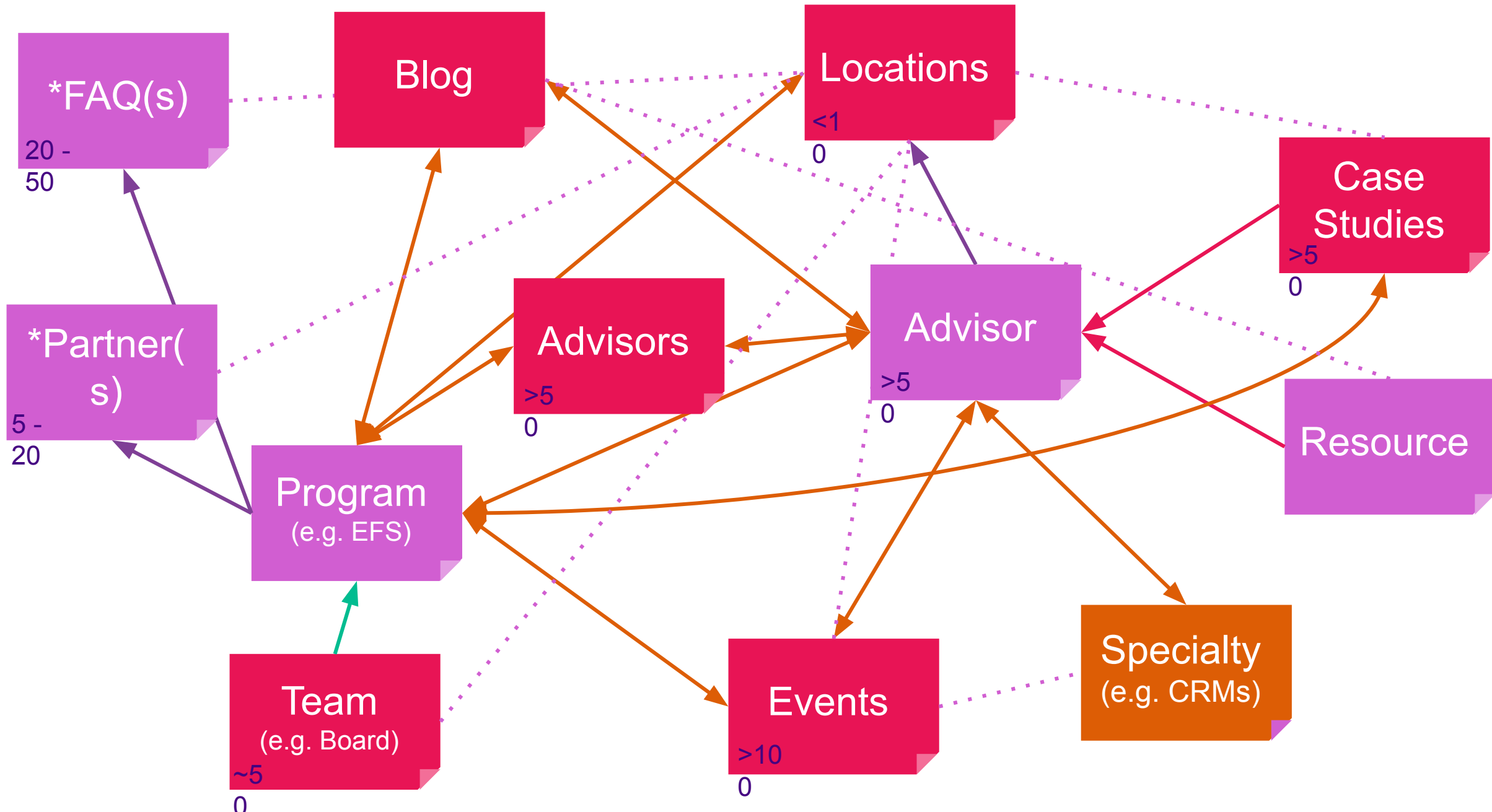
LEGEND

Single Pages	Custom Post Type
Child Pages	Taxonomy
Archive Pages	Sections/ Dropdowns
External Link	









Post Type Plural Name	Fields Required / Info	Taxonomies
Pages		
Services		
People		
Supporters		
Reports		
News		
FAQs		
Feedback		

Post Type Plural Name	Fields Required / Info	Taxonomies
Pages	FAQs - Relationship	None
Services	Block Editor, FAQs	Service Focus
People	Bio, Headshot, LinkedIn, Role	Team
Supporters	Logo, URL	Supporter Type
Reports	PDF Upload, Publish Date	Report Type
News	<i>Default 'Posts' – Rename</i>	Categories, Tags (Default)
FAQs	Question, Answer (WYSIWYG) Pages, Services (Relationships)	None (for now)
Feedback	Feedback Content (WYSIWYG)	Feedback Length (short/med/long)

TIP 3:

LEARN THE BASICS

wp_postmeta

AND OTHER SCARY
DATABASE TABLES

To truly nail Information Architecture, you need to understand the basics of how your data is stored in WordPress!



https://localwp.com/

The screenshot shows the LOCAL application interface. On the left is a green sidebar with icons for user profile, local sites, cloud sync, code editor, and help. The main area is titled "Local sites" and shows a list with "Test Site" selected. An orange box highlights the "Test Site" entry, with an orange arrow pointing to the "Test Site" header in the main panel. Below the header are tabs for "Overview", "Database", and "Tools", with "Database" selected. A purple box highlights the "Open Adminer" button, with a purple arrow pointing to it. The "Database" section contains a table with the following data:

Host	localhost
Port	10005
Database name	local
Username	root

Other visible elements include a "WP Admin" button, an "Open site" button, and a "Stop site" button in the top right corner. A "NEW!" badge is visible in the sidebar.

REMINDER

**YOU ARE NOT
THE USER!**

THANKS!



www.jominney.com

 [@jo_minney](https://twitter.com/jo_minney)

 [jomarieminney](https://github.com/jomarieminney)

 [@JoMinney](https://www.linkedin.com/in/JoMinney)

I would like to acknowledge the following organisations for their financial support that enabled a couple of Aussies to attend WCUS



MasterWP

WCUS TRAVEL
PARTNERS

