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Museum & Gallery Sitemap Template

A tried-and-tested Information Architecture framework for cultural institutions with content-heavy websites

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by Dr. Greg Turner with Dr. Tim Mansfield
v 1.0 - October 2017

What is this?

How you choose to organise and structure your website's content is vital for it's success. The easier your users are able to find what they're looking for, the better the user experience.

The organising and structuring of content — known as Information Architecture — is especially important for Museum and Gallery websites. By their very nature they contain a signicant amount of information: the potential for confusing and disorienting visitors to the site is high!

After more than 8 years of building and maintaining websites for Galleries and Museums, we have developed and refined a sitemap template that specifically meets their needs.

How to use this template

To make your own sitemap, copy the format most appropriate for your situation and add, remove or rename titles to suit your needs - the given titles are only suggestions (albeit based on card sorts and tree tests).

If you use GLAMkit, you can import the csv file to instantly make navigable pages for your entire site.

If you don't you can use the menu tools in your own CMS to build the sitemap by hand.

If you use this template, we'd love to see the results! Share your work with tim@interaction.net.au - we'll incorporate feedback and improvements into the next version.
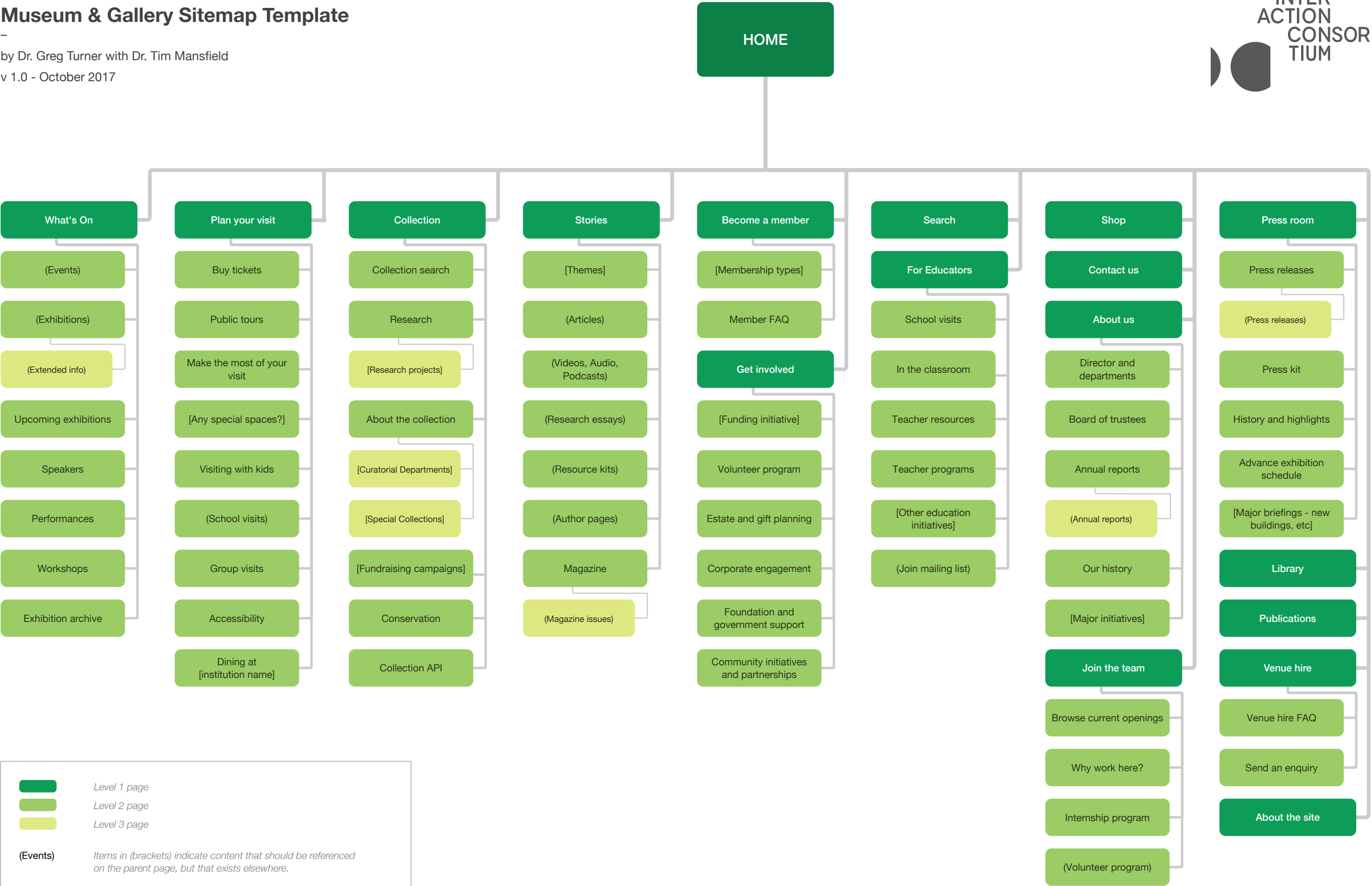
How to develop your sitemap

You can use the spreadsheet versions (xslx, csv, tsv) to come up with a more specific information architecture for your site by opening them in Excel or Google Sheets and tweaking them:

- Use the 'brief' section to describe the purpose of each page:
    - Who are the audience personas?
    - What are they here to do?
- Items in (brackets) indicate content that should be referenced on the parent page, but that exists elsewhere.
- Items in [square brackets] should be fleshed out, or omitted, depending on your needs.
- Check your brand/style guide for naming and lettercase conventions.
- We have suggested titles that have tested well in card sorts and tree tests with museum audiences. If you diverge substantially, be sure to test your assumptions.
- When it comes to education/learning, we tested audiences and found that non-schools audiences aren't motivated to browse sections like 'learning' or 'education' - learning content for general audiences should be placed elsewhere - we suggest in 'what's on'.
- GLAMkit creates URLs from the slugs of the titles, e.g. "press-room/press-releases/". If you want a different URL, specify it in "URL override".

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HOME

What's On
- (Events)
- (Exhibitions)
- (Extended info)
- Upcoming exhibitions
- Speakers
- Performances
- Workshops
- Exhibition archive

Plan your visit
- Buy tickets
- Public tours
- Make the most of your visit
- [Any special spaces?]
- Visiting with kids
- (School visits)
- Group visits
- Accessibility
- Dining at [institution name]

Collection
- Collection search
- Research
- [Research projects]
- About the collection
- [Curatorial Departments]
- [Special Collections]
- [Fundraising campaigns]
- Conservation
- Collection API

Stories
- [Themes]
- (Articles)
- (Videos, Audio, Podcasts)
- (Research essays)
- (Resource kits)
- (Author pages)
- Magazine
- (Magazine issues)

Become a member
- [Membership types]
- Member FAQ
- Get involved
- [Funding initiative]
- Volunteer program
- Estate and gift planning
- Corporate engagement
- Foundation and government support
- Community initiatives and partnerships

Search
- For Educators
- School visits
- In the classroom
- Teacher resources
- Teacher programs
- [Other education initiatives]
- (Join mailing list)

Shop
- Contact us
- About us
- Director and departments
- Board of trustees
- Annual reports
- (Annual reports)
- Our history
- [Major initiatives]
- Join the team
- Browse current openings
- Why work here?
- Internship program
- (Volunteer program)

Press room
- Press releases
- (Press releases)
- Press kit
- History and highlights
- Advance exhibition schedule
- [Major briefings - new buildings, etc]
- Library
- Publications
- Venue hire
- Venue hire FAQ
- Send an enquiry
- About the site

Legend
- Level 1 page
- Level 2 page
- Level 3 page

(Events) — Items in (brackets) indicate content that should be referenced on the parent page, but that exists elsewhere.

[Themes] — Items in [square brackets] should be fleshed out, or omitted, depending on your needs.