Store Planning Workbook – Part 4

Store Structure, Homepage & Navigation Review

Section 3: Quick Store Planning

Video: Plan Your Homepage, Pages and Navigation

Plan the Structure Before You Design

Before choosing layouts, colours or design details, decide what your store actually needs.

A simple store structure helps customers find products, business information and support without unnecessary confusion.

Use your Store Brief and Product & Collection Plan as references.

1 Essential Store Pages

- ☐ Homepage
- ☐ Product pages
- ☐ Collection pages
- ☐ About page
- ☐ Contact page
- ☐ FAQ page
- ☐ Shipping Policy
- ☐ Return / Refund Policy
- ☐ Privacy Policy
- ☐ Terms & Conditions

Other page my store may genuinely need:

_____

Why is this page necessary?

_____

_____

Do not create pages without a clear purpose.

2 Page Purpose Check

PAGE	WHY DOES THE CUSTOMER NEED IT?	KEEP?	REMOVE / NOT NEEDED?
Homepage		☐	☐
About		☐	☐
Contact		☐	☐
FAQ		☐	☐
Shipping Policy		☐	☐
Return / Refund Policy		☐	☐
Privacy Policy		☐	☐
Terms & Conditions		☐	☐

Choose the Main Homepage Sections

The homepage should help visitors understand the store and discover the most important products or collections. It does not need every possible section.

SECTION	USE IT?	PURPOSE / WHAT SHOULD IT ACHIEVE?
Hero section	☐	
Featured collections	☐	
Featured products	☐	
Benefits / Why Choose Us	☐	
Brand story / trust section	☐	
Final call to action	☐	
	☐	
	☐	

My Planned Homepage Order

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Homepage Simplicity Check

- ☐ The first section clearly introduces the store
- ☐ Important collections/products are easy to discover
- ☐ I am not repeating the same message in multiple sections
- ☐ Every section has a clear purpose
- ☐ The homepage has a clear next step for the visitor
- ☐ I have avoided adding sections only because another store uses them

Keep the homepage focused. More sections do not automatically create a better store.

Make Important Destinations Easy to Find

The main menu should help customers reach the most important destinations quickly. Support and policy information can usually remain in the footer instead of overcrowding the main menu.

1 Main Navigation Planner

Example:

- Home
- Shop All
- Key Collection 1
- Key Collection 2
- About
- Contact

MENU LABEL	DESTINATION	WHY SHOULD THIS BE IN THE MAIN MENU?

2 Navigation Review

- [ ] Important product collections are easy to find
- [ ] Menu labels are short and clear
- [ ] I am not using vague labels
- [ ] The menu is not unnecessarily long
- [ ] I am avoiding complicated nesting where possible
- [ ] Every main-menu item has a clear purpose

Menu items I may remove or move to the footer:

1. _____
2. _____
3. _____

Clear navigation is more useful than unnecessary complexity.

Complete the Supporting Structure

Footer & Support Links

- [ ] Contact
- [ ] FAQ
- [ ] Shipping Policy
- [ ] Return / Refund Policy
- [ ] Privacy Policy
- [ ] Terms & Conditions

Optional additional footer link:

_____

Customer Access Check

Can a visitor easily find:

- [ ] Products
- [ ] Main collections
- [ ] Contact information
- [ ] Frequently asked questions
- [ ] Shipping information
- [ ] Return / refund information
- [ ] Privacy information
- [ ] Terms

Common Mistake Check

- [ ] I have not added too many homepage sections
- [ ] Important collections are not hidden in confusing menus
- [ ] Every page has a clear purpose
- [ ] Navigation labels are understandable
- [ ] Contact/support information is easy to find
- [ ] Policy links are included
- [ ] I have not copied another store structure without considering my business

My Store Structure Readiness

Choose one:

- [ ] Ready for practical website design
- [ ] Mostly ready — a few items still need clarification
- [ ] Needs more simplification
- [ ] I need help deciding my structure

1 My Final Structure Summary

Main menu:

_____

_____

Footer / support links:

_____

_____

Homepage section order:

_____

_____

_____

Biggest remaining structure decision:

_____

_____

_____

Keep This Plan Ready

Save this workbook with your Store Brief and Product & Collection Plan.

You will use this structure when you begin practical Shopify theme, homepage, page and navigation setup.