

Benefits of Information Architecture

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Have you ever gone to a website to find a specific piece of information and instead found yourself hopelessly lost, only to give up in frustration and click away to another site? If the answer is yes, then you already know the cost of poorly planned Information Architecture (IA).

IA is the primary tool used for organizing and designing complex information systems such as websites in a way that allows people to find information quickly and easily. Here's how Information Architecture contributes to your bottom line:

- Reduced search times and increased task success
- Reduced frustration and increased customer satisfaction
- Decreased development time
- Decreased maintenance costs and longer website lifespan
- Enhanced credibility
- Increased revenues
- Better alignment between your business goals and website
- Fewer calls to customer service
- Better search engine performance
- Improved brand value
- Increased loyalty and repeat business
- Increased page views and exposure to additional content
- Decreased errors and non-compliance
- Enhanced competitive position

Information Architecture, Website
Development, E-commerce and
Multimedia for large and small business.