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A new information architecture

HOW TO IMPROVE USER EXPERIENCE AND
SITE VISIBILITY





A NEW INFORMATION ARCHITECTURE: HOW TO IMPROVE USER EXPERIENCE AND SITE VISIBILITY

KEY WINS

+8,2%

Clicks overall

+22,6%

Sessions

+23,7%

Impressions
overall

MAIN CHALLENGE

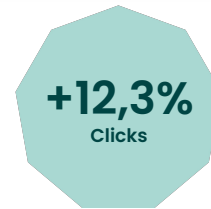
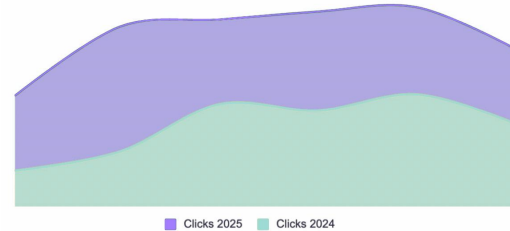
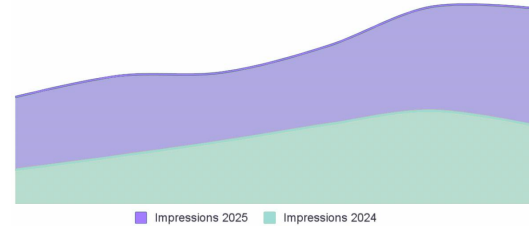
The CMP ecommerce menu structure **was overly fragmented**, with **low-relevance categories** and **URLs that were neither localized** nor consistent with on-page content, causing navigation confusion and reducing search engines' ability to correctly interpret the catalog hierarchy. The initiative focused on rebuilding a more solid and readable information architecture, essential for improving user experience and site visibility.

HOW TO

The approach was based on **analyzing search demand** and **competitive positioning**, leveraging a keyword strategy and competitor benchmarking to identify strategic categories and critical areas of the menu. This insight guided the reorganization and renaming of menu items, optimized for semantic consistency, search volumes, and clarity of content.

A dedicated **redirect plan** was also implemented to transfer the value of retired URLs and ensure search engines could clearly understand the new structure. The go-live included validation of updated handles, consistency checks, and technical testing to guarantee a smooth release of the new information architecture.

Example of one of the category renaming results (YoY)



WANT TO LEARN MORE?
LET'S TALK :)

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