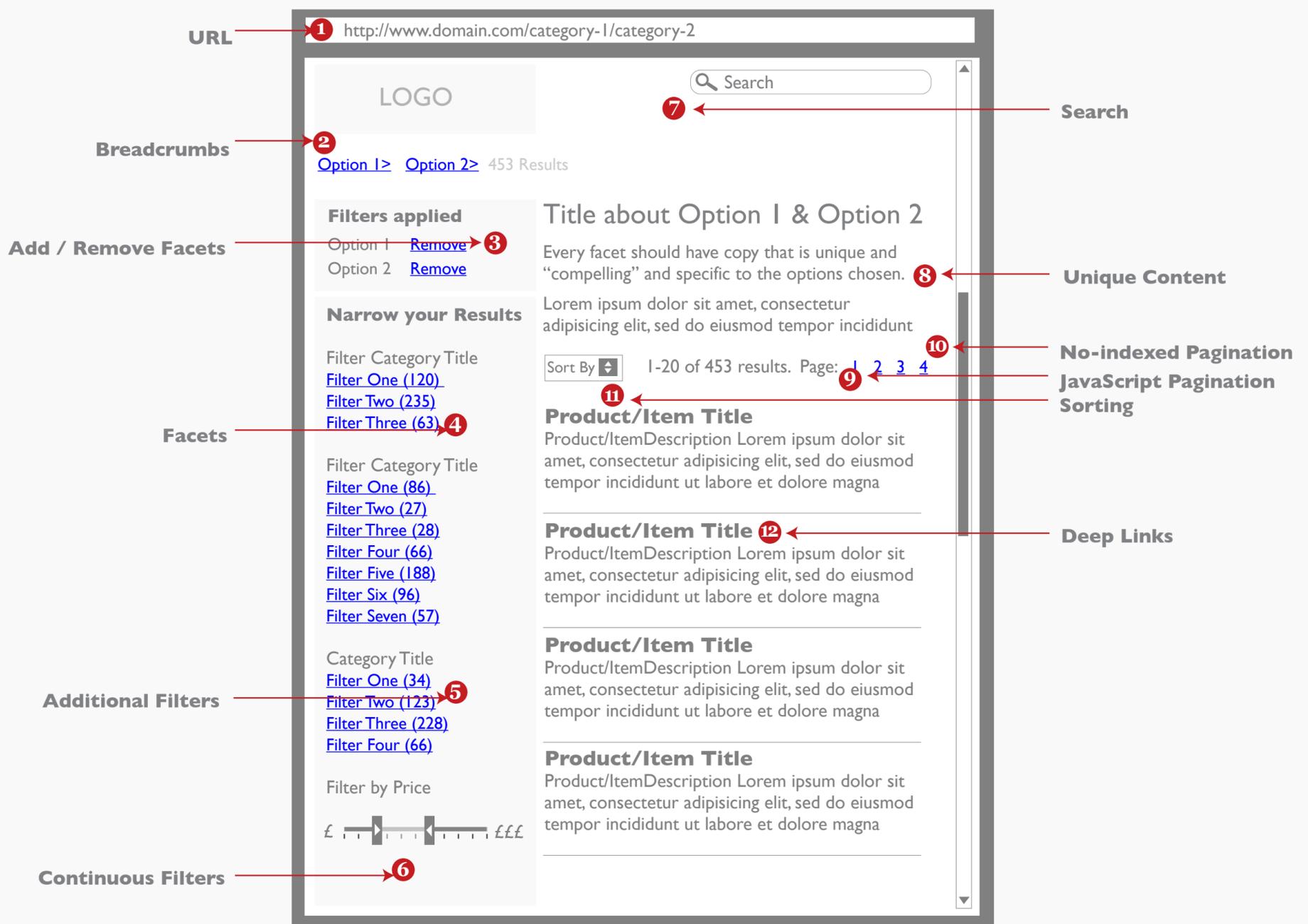


# Faceted navigation - Cheat Sheet



- 1 URL**

There must be unique URLs for all content, no matter what order the facets are applied in. Start by creating a hierarchy of your facets, narrowing the results in a suitable way. Aim for your deepest facets to have less than 100 results.
- 2 Breadcrumbs**

The facet hierarchy you've chosen and used in the URL structure can also be used for the breadcrumbs.
- 3 Add / Remove Facets**

You should be able to add and remove facets in any order and always land on the correct canonical URL.
- 4 Facets**

The facets can be automatically generated from the meta data of the results. Include the number of results in each facet to help improve usability.
- 5 Additional Filters**

It should be possible to filter by any facets that are outside of the chosen URL hierarchy, but these should be implemented in javascript (with #anchors so they can still be linked to) or these pages should be no-indexed.
- 6 Continuous Filters**

Continuous meta data (such as price) should be implemented in a way that allows users to define the range (such as a slider, or "from" -> "to" inputs). These should be implemented in javascript (or the results pages no-indexed) so these pages don't end up indexed.
- 7 Search**

If you offer a search option where possible align it with your facets. If someone searches for something that maps to an existing facet you should 301 redirect them to the correct URL. All search result pages should be kept out of the index with a no-index meta tag.

- 8 Unique Content**

The biggest issue with most faceted navigation systems is the lack of unique content. Typically the page is unique but is made up of snippets of text such as product descriptions found elsewhere on the site. The "may-day" update reduced the ability of these pages to rank.

The more important the facet is to you (in terms of the ability for the targeted keyword to rank) the more important it is to have unique and compelling content on the page.
- 9 JavaScript Pagination**

We recommend loading between 50 and 100 products per page and (as per John Mu's comment \*) using javascript to paginate the results. This means the first few pagination links should place the page as an #anchor in the url and use javascript to update the list of products shown.
- 10 No-indexed Pagination**

All remaining pagination pages should be no-indexed. The links to these pages can be displayed via javascript (to help hide them from the search engines).
- 11 Sorting**

Any sorting, or altering of the number of products displayed per page should be implemented in a way that won't be indexed by the search engines. Options include using javascript and #anchors in the URL, or no-indexing the resulting pages.
- 12 Deep Links**

The key to the whole navigation is to ensure every product in your database has a clickable path to it from the homepage. Ideally the title should link through to the product. Any description appearing in the result page should be unique and not replicated on the product page.

