**Breadcrumb Trails:**

[**https://uxplanet.org/breadcrumbs-for-web-sites-what-when-and-how-9273dacf1960#.pcs74qb44**](https://uxplanet.org/breadcrumbs-for-web-sites-what-when-and-how-9273dacf1960#.pcs74qb44)

Breadcrumbs (or breadcrumb trail) is a secondary navigation system that shows a user’s location in a site or web app.

Visitors need to know their location in the site’s hierarchical structure in order to possibly browse to a higher level in the hierarchy.

Breadcrumb Trails:

serve as an effective visual aid, indicating the location of the user within the site’s hierarchy. This property makes breadcrumb navigation a great source of *contextual information* for users and helps them to find answers on following questions:

* **Where am I?** inform visitors of their *location in relation* to the entire site hierarchy.
* **Where can I go?** improve the [findability](http://en.wikipedia.org/wiki/Findability) of site sections and pages. The structure of the site is more easily understood when it is laid out in a breadcrumb than if it is put into a menu.

**Should I go there?** Breadcrumbs communicate content value and encourage browsing (e.g. e-commerce site visitor might land on a product page, the product might not be a good match, but the visitor might want to view other products from the same category). This, in turn, reduces the overall [site bounce rate](http://en.wikipedia.org/wiki/Bounce_Rate).

* Reduces number of actions (Instead of using back button to return to higher-level page, visitors utilize breadcrumbs.
* If you have multiple layers, for an example an e-commerce site. Large variety of products, grouped into logical categories.
* it *easier* for visitors to move around the site, assuming its content and overall structure make sense

<https://managewp.com/breadcrumbs-wordpress-seo-by-yoast>