

# 24 Essential Pages To Include On Your Website



Websites 4 Small Business

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If you are starting to put together your first website, you may be wondering what information to include.

Here are some essential pages that you should consider:

## 1. Home Page (First Page)

This is your “sales” page and should provide information about what you can do for your customers.

It should also give your visitors a brief overview of what they can find on your site.

## 2. Products / Services

It is useful to have a separate page for each product/service and write as much detail about each as possible.

Start each page with a brief summary of the product/service, then provide whatever information you can. When people are searching for information on the internet, they want to know it NOW. They don't want to wait until tomorrow when they can speak to you on the phone.

## 3. Contact Us

Place contact details in as many places as possible. Make it easy for your customers to contact you.

Create a special “Contact Us” page, include your details in “About Us” page and also at the bottom of each page.

Information to include: business name, address, address, telephone, email, emergency number, website address, Skype address, social media profile links.

## 4. Pricing

Whenever possible include the price of your products/services. Even if you can't be specific. It is helpful to put at least a range of prices, eg. Carpet cleaning ranges between \$40 – \$60 per room.

## 5. Testimonials / Product Reviews / Before & After

Include testimonials from your current customer to show your potential clients that you are trustworthy, reliable and that you offer great service and/or products. Make sure the testimonials are real and if possible provide contact details of the person who supplied you with the testimonial.

## 6. Frequently Asked Questions

This has proven to be a great time saver for many companies. Instead of having to answer the same questions over and over again, place them on your website and keep adding to them.

Frequently Asked Questions should address your customer's concerns that may otherwise be an obstacle to making a sale.



## 7. Response Form such as "Subscribe" or "Enquiry"

An absolute must if you want to build a mailing list. Most people don't like giving out too much information, so ask only the basics, such as Name and Email Address. Then keep in touch with your customers on a regular basis by sending out information that may be of interest to them.

You may even wish to develop your own on-line magazine (ezine). There are many fantastic free or inexpensive programs that can handle this for you. Check out Savvy Woman's Practical Guide to Online Business for such tools.

## 8. Online Magazine or Newsletter

This is a great marketing tool. Not only does it help you keep in touch with your customers, but provides your website with fresh content. You can set up your Ezine in 2 different ways:

- (a) Email subscribers on a regular basis or
- (b) Publish it on your website or in a blog.

Or both. Include information about your business, industry or anything that may be of interest to your customers.

## 9. Resources / Articles

Add value to your business. Provide information that is complementary to what you do. For example, if you sell wedding dresses include information about reception venues, wedding planners, wedding cakes, flowers. By adding extra information you encourage more hits.

## 10. About Us

This is a very important page as it tells your customer about who you are and why they should buy your products, services and trust your organization. It can also feature your business hours. Many companies also include their mission or purpose on this page, details of their staff (photos, biographies, qualifications), recently completed projects. Other information to include: ACN or ABN, logo, directions to your store/office.



## 11. Guarantee

Offer a money back guarantee. The longer the guarantee, the more effective it will be. It could be 30 days, 60 days, 1 year or lifetime.

## 12. Survey

Find out what customers think about your website, business or product.

## 13. Events Calendar

This can relate to your business or industry. If you are an artist, you can feature dates where and when your art will be displayed or if you are a singer, where you will be performing.

## 14. Search My Website Feature

Some visitors to your side may not know exactly what they want but if you include a search function on your site, they can look for it very easily. Like search engines, this feature will allow your visitors to type in a word or phrase and then search for it on your site. It's like having your own mini search engine.



## 15. Return / Refund Policy

To make your customers feel more comfortable when making a transaction at your website, you should provide them with your return/refund policy. Ensure it is easy to understand and spelt out step by step.

## 16. Privacy Policy

Privacy continues to be a major issue for customers shopping online. Concerns about how their information is going to be used is a major barrier when making a sale. Internet shopping experience is built on trust and privacy is the number one ingredient in trust.

## 17. Site Map

A site map is similar to a contents. It shows visitors how the site is laid out and which sections are where.

## 18. Copyright Information

Your website should carry a copyright notice to protect its intellectual property. It is generally in the form of “Copyright © 2016, Your Company Name”.

## 19. Links

Here you can place links to the manufacturers of your products, trade associations or complementary services. When you place links to other businesses, you can request they do the same for you. This will not only bring you more visitors, but may improve your search engine ranking.

## 20. Media Information

Include any information, articles, photos of your products, staff etc that have appeared in the media – print, TV, radio or internet.

## 21. News

This can include news about your products/services or about your industry.

## 22. Online Store

An on-line store allows you sell products directly on the internet 24 hours a day/7 days a week. When building an online store it is important to take in a number of key concepts.

- Make sure that when visitors arrive at your store the navigational mechanisms are simple and effective
- The actual process of placing the order must be simple
- Make sure you accept common and convenient methods of payment
- Continually test your store so you understand your customer's shopping experience

## 23. Photo Gallery

Even if you do not wish to sell your products on-line, you may wish to showcase your goods or services in a special photo gallery – show how your products or services are being used by your customers.

They say “pictures speak a thousand words” and on your website it is particularly important. Don't give your customers a reason to visit your competitor's website and provide them with all the information they may possibly need or want.





## 24. Blog

A blog is basically a journal that is available on the web. Blogs are typically updated daily or weekly using software that allows people with little or no technical background to update and maintain the blog. Blogs are a great tool as they help with:

(a) Communicating with your customers. You can post a message on your blog and your visitors can easily respond. Staying in touch with your customers regularly means you can build long-lasting relationships and develop their trust.

(b) Search Engine Marketing Blogs. give you an increased presence on major search engines, like Yahoo! and Google. If you use Blogger (Google's Blogging Tool), every message you post creates a new page on Google so in a very short time you could have a lot of pages pointing to your website, bringing you lots of new visitors.

(c) Stay Ahead of Your Competition Blogs are still relatively new and chances are your competition does not yet use them. So you will be seen as an expert in your industry when you post your knowledge and expertise.

(d) Media & Public Relations Blogs are excellent PR tools. You can post your Media Releases and articles and have them picked up by the media.

(e) Free or Low Cost Many Blogs are free to use. Two such blogs are: Blogger – [www.blogger.com](http://www.blogger.com) Clearblogs – [www.clearblogs.com](http://www.clearblogs.com)

(f) Easy to Use If you can type and press a "Publish" button, you can use blogging software. The software allows you to follow easy step by step guide and provides great online help.





I sincerely hope that you have found this information useful and wish you the best of luck in getting your business online.

If you are a woman planning your first website and want to avoid costly blunders or if your current website is not working, then “The Savvy Woman’s Practical Guide to Online Business”, is a must read for you. It is packed with useful information about website design, marketing, social media, legal obligations, time and sanity saving tools and much much more.

<http://www.web4business.com.au/savvy-womans-practical-guide/>

And if you want my help with an Awesome Logo or a Great Website give me a call on 02 9907 7777 or go to [www.web4business.com.au](http://www.web4business.com.au) to see how I can help you with your business.

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