

The Most Important Pages to Include on Your New Website

You've set up your website, you're happy with the look and design, and you're ready to hit "publish." Hang on just a minute and double-check that you have all the pages you need to make your website as effective as possible. Experts say there are a number of standard web pages that every business website should have. Some might seem obvious, others less so. But if you make sure your website has all of these, it will be set up to become one your best business tools/assets!

1. Home

This is where people will land and make the decision to stay and look around or keep going. Studies have shown that you only have a few seconds to get your readers' attention and hook them before they flit off to the opposition's website. So, make your Home page as effective and compelling as you can. Make it snappy and engaging. Make sure your Home page clearly states who you are and what you do.

2. About

A brief overview of your business, who is involved and why your business is different from your competitors.

3. Services

What services does your business offer? Give a summary and put more details in separate landing pages.

4. Products

Like the Services page, your Products page should give a clear, brief summary of what products your business offers with more detailed descriptions on separate landing pages.

5. FAQ

An FAQ page enables you to provide succinct answers to questions people often ask about your business. Keep the questions and answers framed positively and honestly.

6. Testimonials

A page of testimonials gives you the chance to show off! Tell your customers that you are the best through other customers' reviews and recommendations.

7. Contact

Don't forget to let people know how to contact you or to find your business. Include every possible way you can think of for customers to reach you. Make sure your Contact page lists phone numbers (including cell), fax numbers, email addresses, all your social media business addresses and profiles (Facebook, Instagram, Twitter, LinkedIn). If your business has a shopfront, please make sure people know where to find you: include a map reference or icon, and be sure to make your hours clear and up to date.

8. Privacy Policy

Outline how you protect your customers' privacy, including how you collect, use and safeguard their data. If you have or expect to have customers in the European Union, you are obliged to comply with the General Data Protection Regulations

2018. Make sure your website is explicit on your acknowledgment of the GDPR and how you meet their requirements.