

Home Page Content



Goal: Your home page needs to instantly communicate to potential clients that they are in the right place.

Things you may want to include on your homepage:

- Intro Paragraph
- List of Services
- Image Slide Show
- Latest Blog Post
- Facebook wall widget
- Links to social media sites
- Location

Intro Paragraph

This is a short paragraph introducing your company to your web site visitors. Think of this as an elevator proposal, capture potential customers interests with a brief and informative blurb. Who you are. What you do. Why they should choose your company.

This can be as simple as...

What your company does. Why someone should work with your company. How they can get into contact with you.

Example Intro Paragraph: If you you're looking for **high quality widgets at a great price**, then you've come to the right place. **Widget Corp has over 15 years of experience designing Widget. Give us a call at (555) 555-4444** and we'll be happy to help you find the perfect widget for your needs.

List of Products or Services

What does your company do? Providing a list of services on your home page helps visitor confirm that you can provide the service they're looking for. Listing your services has the added bonus of supplying key words for SEO (Search Engine Optimization).

Example: (bakery)
Cupcake Towers
Wedding Cakes
Custom Cookie Designs

Image or Slideshow

As they say, a picture is worth a 1000 words so putting beautiful or interesting pictures of your products or services on the front page helps catch peoples eye and draw them into the site.

Latest Blog Post

If you have a blog associated with your site consider having an excerpt from your latest post incorporated into your homepage. This is an easy way to keep the content on your homepage fresh and keep people coming back to your site.

Face book wall

If you are an avid Facebook user that makes frequent updates to your companies Facebook page, you may want to consider integrating them into your site. It's an easy way to keep the content on your homepage fresh.

Links to Your Social media Sites

If you want to drive traffic from your website to your Facebook, Google + or Twitter account consider including icons that link directly to your social media pages. You can even put a Facebook "like" or Google +1 button functionality on your web page so that people can tell the world that they are a fan of your site.

Location

If the most important thing you want potential clients to know is how to get to your store front, put a map and directions right on your home page. You could also add a picture of your store front so they know what to look for.

About Page Content



Goal: To provide visitors with in depth information about your company.

Things you may want to include on your about us page:

- People Section: Pictures & Employee bios
- Hours
- Location
- Company History
- Mission Statement
- Paragraph about your company and what it does
- Policies

People Section

Including a section with pictures of your employees and bios is a great way to introduce potential clients to the people they will be working with.

Hours

What are your store or operating hours?

Location

Provide potential customers with a map and directions on how to get to your store.

Company History

How long have you been in business?

What do you specialize in?

What's your mission statement?

What sets you apart from your competitors?

How has the company grown or changed?

Paragraph about the company and what it does

Who are you?

What is important to your company?

What services or products do you supply?

Why should people choose your service or product?

Policies

Company Policies and standard business practices.



Contact Page Content

Goal: To get clients to contact or visit your business.

Things you may want to include on your contact page:

- Contact Information
- Address/ Location
- Hours
- Picture of your store front
- Contact form
- Request a quote form
- Map & Directions

Contact Information

This should include: Phone, Cell, Email, Fax

Contact Form

What information do you want people to provide? Decide which information you want to mark as required (meaning the form wont send without it).

Examples:

Name: First and Last

Phone #:

Email:

Question:

Request a quote form

What questions do you need to ask about the project in order to give an accurate quote? Include those questions in your request a quote form.



Other Pages

Here's list of other pages you may want to include as part of your website.

Page ideas for your site:

- Gallery/ Portfolio
- Services
- Process
- FAQ's
- Customer Praise/ Testimonials
- News/ Blog

Gallery / Portfolio

Goal: Show of your work or projects

Services

Goal: To explain what you do and reassure potential clients that you can handle their needs.

Process

Goal: Educate potential clients about how you work so that they will know what to expect.

FAQ's

Goal: To provide potential customers with answers to their questions before they even contact you.

If there are questions you get asked over and over again, include the questions and answers right on your website.

Customer Praise / Testimonials

Have other people said nice things about your company? Share it with potential clients.

News/ Blog

Goal: Provide your clients with up to date information or articles that may be of interest.

This is a great way to keep your content fresh, but don't include a blog unless it makes sense for your business. You have to keep it up.