



5 Must-Have Pages For Your Small Business



Homepage: The Welcome Mat

Your homepage is the front door to your business online. It should:

- **Highlight your unique value proposition:** Clearly state what you do and how it benefits your customers.
- **Feature a call-to-action (CTA):** Guide visitors to take the next step, whether it's contacting you, making a purchase, or learning more about your services.



About Us: The Story Behind the Brand

People connect with stories and the humans behind a business. Your 'About Us' page should:

- **Share your business journey:** Talk about how your business came to be and what drives you.
- **Introduce your team:** Include photos and brief bios to build trust and rapport.



Products/Services: Your Offerings

This page is where you showcase what you're selling. Make sure to:

- **List your products or services:** Use clear, concise descriptions and high-quality images.
- **Explain the benefits:** Don't just describe what you offer, tell customers how it can solve their problems or improve their lives.

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Contact Us: Open the Lines of Communication

Make it easy for customers to reach out. Your contact page should include:

- **Various contact methods:** Phone number, email address, and a contact form.
- **Social media links:** Encourage visitors to connect with you on different platforms.

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Testimonials/Reviews: Social Proof

Testimonials and reviews can be powerful in convincing potential customers. This page should:

- **Feature customer feedback:** Share positive experiences from past clients.
- **Include case studies:** If applicable, detailed success stories can illustrate the impact of your work.

BONUS Blog: Share Your Knowledge

A blog allows you to share valuable content, establish yourself as an expert, and improve your website's SEO (Search Engine Optimization).

- **Post regularly:** Provide fresh content to keep visitors engaged.
- **Focus on relevant topics:** Offer insights and solutions that resonate with your target audience.
- **Optimize for search engines:** Use relevant keywords to help potential customers find your website.

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These pages form the backbone of a small business website, providing visitors with all the information they need while helping to convert them into customers. Remember, the key is clarity, ease of navigation, and a design that reflects your brand's personality. Would you like more detailed information on any of these pages?