

Business Website: The Required (Basic) Information

When opening a small business, your website is a vital tool to help your company succeed. For many people, the site will be their first point of contact with the company. It is vital that the correct information be made available to them for their understanding of what the company is all about.

The following is a list of helpful pages to include on your website:

1. **Home Page.** Think of it as your first introduction. The impression you leave new visitors will make a great deal of difference in the success of your company.
2. **About Us Page.** This page is important for customer-company communication. You need to clearly describe who you are and what your business is all about. You should convey to your visitors why they should consider buying your products or utilizing your services and why you are a trusted choice. Make sure to include your staff members and their bios (qualifications and bios if deemed necessary), the history of your business, a mission statement of what you are trying to accomplish and other accomplishments or professional acknowledgments, if you have them.
3. **Products and/or Services Page.** Detail to your potential clients the exact products you are selling or the services you offer. Price points and related information can be included, depending on the product or service.
4. **Contacts Page.** Encourage site visitors to call you directly. Make sure to provide as extensive a list of possible contacts as possible. Include the person's full name, job title, phone number(s) and email address. This will ensure direct communication from client to company.
5. **Frequently Asked Questions Page.** If your company requires a bit of explanation or you find people call and ask the same questions repeatedly, this page may be a great visitor tool to add to your site. In general, FAQs help show your commitment to customer service.
6. **News/Media Page.** This page will keep your media clips updated and show your visitors the excitement and buzz your company is creating in the press. This page also allows media types to see what types of articles are written about your, or use your uploaded newsletters (if you have them) to find possible events or story topics for upcoming features.
7. **Privacy Policy.** On the Internet, privacy policies are of huge concern, so if you have Internet ordering capabilities for products, ensure you have this prominently featured.

8. **Terms and Conditions Page.** You need to outline the way you conduct your business affairs and that your site is in compliance with state and federal laws. Also, if you are selling products online, you need to include your policies on guarantees, product returns and refund policies.