

Small Business Website

To create a small business website is not a complicated task. The main fear is to figure out the content of the website, which is one of the main reasons business owners are put off. Small Business websites are best when they are simple with minimal text and just a single option on each page – for example, a Submission Form, or a Contact Us button.

Business websites also tend to follow a standard format, using a few essential pages. As you go through the list, don't worry about formatting each page yet, just think about the text, images and the content you will include. The most crucial pages of a small business website are –

- Home
- About
- Gallery
- Services
- Contact

You can see all these important pages in the following screenshot of a small business website.



Let us now understand each of these essential pages in detail.

- **Home** – On the home page, you should include the name of your business, where you are located and a simplified pitch of a few lines about why customers should choose your business.
- **About** – Provide your company background and list organizational memberships. Also, include customer testimonials, unless you want to link this out on a separate page like social media as Facebook.

- **Gallery** – On the gallery page, you should put professional photos of your job processes, product, staff, etc. Clients can “feel” the way you work.
- **Services** – A page with details about the products you sell or services you provide. On the page where you detail your products or services, spend one to five sentences describing each category you offer and give prices.
- **Contact** – In this page, you should put your address, email, phone number, the hours you are open for business. The links to any social media accounts such as Twitter and Facebook should appear on this page. Embed a Google map of your location.

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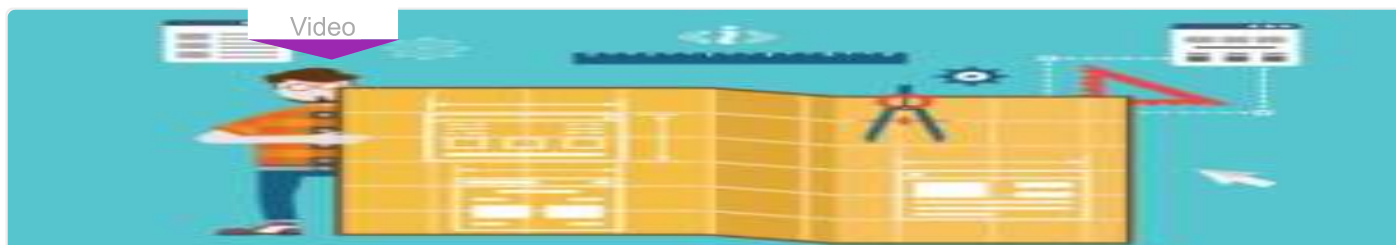


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