

Bibi Ventures

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What basic pages do you need for a website?

One of the main questions most people have is: **"What pages should we have on our website?"** The answer to this question is totally up to the website owner. Most simple websites have 4-5 basic pages. More complicated and detailed websites can have pages run from 10-200 pages depending on the volume of information the type of companies wish to put on their websites.

Below are some suggestions of some basic pages that you can choose from to make up your website.

1. Home (Welcome) Page:

The Home page of your website is a very important and central page as it is the first page visitors to your website will see. All websites need a central page to act as the main entry point. This is where you'll find the beginning of site navigation (menus, links, etc.), and enough information, as text or graphics, to show a visitor that they are indeed on the correct site.

There are several types of home pages: some pages have only an opening screen with minimal graphics and a navigation menu, where others may display the latest news of the company or individual who owns the site, current specials and sales, or other items that are updated regularly.

The home page should be laid out simply: keep it easy to navigate, make sure it is uncluttered, and project your best first impression of your company (or personal) image.

2. About Us (or Biography) Page:

The About Us page tells the world a little background about your company, or yourself. If you are a business, it is on this page that you tell how you started, what you currently sell or which services you offer, or anything else that a visitor would like to see. If you are an individual it is on this page that you give your biography and any other interesting thing that the visitor might want to know about you.

3. Our Team (or Meet the Staff) Page:

It is on this page that a company/ business list the staff of the company that deal with the public regularly. To make the page more informative you should put up small thumbnail images of the staff, along with their name, position, and a brief description of them

4. Our Services/Products Page:

This is the page that you list the different types of services your company offers and a brief description of each or the goods or products of the company. It is also good to have thumbnail pictures of the goods/ products of the company with the name and a brief description of the functionality of each of the goods/products, bulk and retail prices. Also you can give information for payment if the goods/products can be purchased on line or at which stores the goods /products may be purchased locally.

5. Contact Us Page:

The most important page on any website is the Contact us page! If you are trying to generate business, this page makes it easy for customers and clients to contact you. This page must give the world your phone numbers, fax number and an e-mail address to contact you by. If you have a walk-in location you will need to put a map or directions of how to get to your business on this page.

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6. Frequently Asked Questions (aka "FAQ"):

This page is an informative page that lists questions that visitors to the website or prospective clients of the company often ask every day concerning the company, goods or services.

This page makes the work of the customer service of the company easier as most questions that are asked frequently are already answered on this page leaving calls being made into the company for specific issues that are peculiar to the visitor/client.

7. Privacy Policy page:

This page if not usually listed on the navigational bar or added as a main page on a website. It is usually listed at the bottom of the main pages as a link. While it is not required, it is considered good form to tell visitors exactly what you are doing with their information.

8. Terms of use page:

This page if not added as a main page on a website is also usually listed at the bottom of the main pages as a link. This page states the terms of use that each visitor to the website agrees to by visiting the website or utilising the information obtained from the website.

9. Links Page:

A links page is important to have in a website to enhance your search engine positioning. It is recommended that you give reciprocal links to those who ask for them. Not only is it a courtesy, they will link to your site on *their* page as well, and the search engines will treat it as a "quality" incoming link for you.

10. Sitemap page:

This is simply a page containing a listing of all of the content of your site. It is helpful if a visitor gets lost, or can't find a page on your site. In addition, the search engines now have a standardized sitemap format that they can use to index your site.

This page will not improve your ranking on search engines, but it *will* make sure that all of your pages are appropriately linked to.

Simple Web designs on line Website pages

We usually design our websites with 5 basic static pages. We always request for you to provide the pictures and information we will use as content for your website for the following pages.

- 1. Home (Welcome) Page**
- 2. About Us (or Biography) Page**
- 3. Our Team (or Meet the Staff) Page**
- 4. Our Services/Products Page**
- 5. Contact Us Page**

Our basic charges to design your simple website covers these 5 pages. When you make the required content available to us we can complete and publish your website in as short a time as possible.

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