# Home/welcome page

This is the introduction to your business. Some people refer to it as the 30-second elevator pitch – how’d you sell your business to a complete stranger if they were stuck in an elevator with you.

Cut straight to the chase and roll out the big hits – why your business is better than rest at helping the visitor get what they want to get!

Keep it short and to the point, linking through to sub-pages for more information.

[insert text here]

# About Us page

Trust is critical when selling online. The About page is an opportunity to put their mind at ease and tell them why they can trust you. Are you a real business? Do you have lots of happy customers? Where are you located? Do you have a long history in the business?

Put a face to the name!

[insert text here]

# Products/Services page

Depending on how many different products or services you have this can just be one page or many. Have a clear description, a photo and a price if possible. Help visitors compare and understand each product so they can easily tell which one is best for them.

And remember to make it easy for them to follow through if they want to buy by including a clear link to the Contact page (or a Buy Now button if you have a PogoStick shopping cart).

[insert text here]

# Contact Us page

For most businesses this will be a simple rundown of the different ways customers can contact you. Remember don’t offer any options that you don’t respond to quickly. For example, don’t list an email address you hardly ever check – customers will be expecting a reply within a few hours at the most (during working hours at least).

[insert text here]