



WEB SITE PAGE LEGEND

EACH OF THE FOLLOWING IS CONSIDERED A SINGLE PAGE ON YOUR WEB SITE.

HOME PAGE – This is your main page that is the sum and substance of your website. It should be rich with relevant images along with a call to action. Contact information should be readily assessable from this page.

ABOUT US – As opposed to focusing on your products and services, this page should represent your establishment, denoting your business goals, commitments, principles, policies, vision and mission. Each statement should be clear and visitors should sense your honesty and sincerity.

WELCOME – This page might be similar to the About Us page but should be defined by its warm overtones. A welcome note is especially appropriate for Ma & Pa shops where personal service is expected. A personal photo of the proprietor is often well received.

SERVICES / WHAT WE DO - This is a detailed description of the services and or products that you offer. An optional price list can be included or could be displayed on a separate page.

CONTACT US - This is the full roster of contact information including an optional interactive map with directions to your business location. This page links to all of your social media outlets. Also, included is a custom contact form that goes directly to the email address('s) of your choice.

MEET OUR TEAM – Images and biographies spotlighting your staff.

BUSINESS CARDS – Need business cards without the expense? We will design your card and put it in a format that you can download right from your web site and print yourself.

CAREERS – A place to advertise job openings with your establishment. On-line hardcopy applications can be downloaded or electronic forms may be submitted from the web site.

GALLERY – This is your showcase which can consist of one or more galleries. Here you can upload your own pictures, images and photos and display them in an organized and appealing manner. Perfect for photographers, contractors or other industries that give emphasis to visuals.

CERTIFICATIONS – A place to display your service credentials, licenses, certificates, bond insurance, guarantees etc.

ENDORSEMENTS / TESTIMONIALS - Let others speak to your reputation. A "must have" to help establish your on-line credibility.

RESUME – Help visitors to get a better feel for your skill set by posting a copy of your resume.

WRITE A REVIEW – Visitors are invited to leave favorable comments on your website, which will simultaneously be posted to social media. These can also be used for testimonials or endorsements.

ADVERTISING BILLBOARD – This page is meant to be an attention grabber; an eye catcher, designed specifically for advertising purposes.

OUTBOUND LINKS – On this page we will provide outbound links to one or more websites of your choice. Appropriate outbound links are essential to improve Google ratings.

VIDEO PRESENTATIONS – We will upload and embed videos directly to your web site or link out to your requested UTube productions.

FREQUENTLY ASKED QUESTIONS – Answering questions about your products and services builds confidence and trust. Visitors cater to sites that are unambiguous with frequent clarification.

DOWNLOADABLE PDF DOCUMENTS – We will convert your brochure, flyer or other document into a PDF format and load it to your website. You can charge your visitors to download this material or you can offer it for free.

CUSTOMER APPRECIATION / THANKYOU – Expressing gratitude is becoming a lost art. Let your clients and customers know how much you appreciate their patronage.

SURVEY FORMS – Forms can be used for survey purposes or any other need you may have to collect information.

OTHER PAGES - This is by no means a comprehensive listing, but it should give you some idea of how web content can help you achieve your online business goals. Feel free to tap into our creative resources for other approaches to digital media marketing.

THE SHOPPING CART itself is not considered a page but can be woven into a website and displayed as one entity. Alternatively, it could be designed as a stand-alone product.

Shopping carts can be built with Pay Pal checkout options, or other merchant account vendors (Such as Authorize.net) can be used for online payments including credit card processing. There are no limitations to the number or variety of products offered. Variations of a single product are also available such a size, color, flavor, make, model, etc.