



Outline for your Web Site

Before you begin, you need to identify the purpose of your web site. Do you want it to work like a brochure, direct mail, or advertising?

Here is the outline for a basic web site. You may not need all of these pages for your company. Remember that your site should be very easy to read and to navigate. It should tell very clearly what your company does, who it does it for, how this benefits your clients, what products you offer, how to get in touch with you and how to buy your services and products.

Page 1: Home Page

1. Gives a snapshot of your company
2. Gets the attention of your visitor
3. Develops interest in your services.
4. Creates a desire for what you are offering
5. Has them take action to find out more.

Page 2: Describe who you work best with.

Page 3: Explanation of how you work and the results your prospect can expect when working with you. Tell about your approach and what makes you unique.

Page 4: Describes the products and services offered by your company. Include the name of the service, the purpose of the service, the intended results, the structure, and include a call to action.

Page 5: Give a client list. This can include stories, case studies, and testimonials.

Page 6: Free articles and other information you are giving away.

Page 7: Include articles that you are selling.

Page 8: Provide a method to contact you.