What Content Should Be on My Website?

Information Expected To Be on Your Site

These are the types of content that appear on most business and professional websites.
Every website should have this information.

- ☐ Contact
- ☐ About
- ☐ Product/Service Overview
- ☐ Links to Social Media
- ☐ Reviews
- ☐ Call to Action

Home Page

Your home page is your first impression to most of your audience, and you only have a few seconds to get their attention and make it clear what your website is about. Make sure you home page:

- ☐ Has clear messaging so the user can figure out what you do.
- ☐ Has clear messaging so a user knows what your site is about within just a few seconds.
- ☐ Has clear navigation so the user can easily find their way around the site.

Common Website Design Practices

Consider these common website design practices when building your site:

- ☐ Logo in top left
- ☐ Contact in top right
- ☐ Main navigation across top
- ☐ Home page slider image
- ☐ Clear value proposition at top of home page
- ☐ Clear call to action at top of home page
- ☐ Site search feature
- ☐ Sign-up form for newsletter/blog in footer
- ☐ Social media icons in footer
- ☐ Mobile responsive design