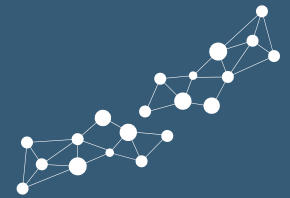


# Working Out Which Pages You Need



Before developing content for your pages, it is important to have a good idea of what pages you initially want it to include.

For example, most websites have a *homepage*, an *about page* and a *contact us* page.

Some businesses include a service page, or a page for every service they offer. While others include an online store which can have:

- Individual product pages
- Product category pages
- Cart and checkout pages

Then there are pages that Australian websites must legally have, including a:

- Privacy policy page
- Terms page

Both the number and the complexity of each page influence the cost of getting your website built. Plus, they determine how much content you need prepare.

## Some General Advice

Every website is different, so the best advice depends upon your situation. However, here is some general advice.

**Keep in mind what people will search for** to find your content. Sometimes these things will be variations of the same thing, while other times they will be distinctly different.

For example: people searching for:

- *Electrician Townsville, Townsville electricians or electricians in Townsville* are searching for variations of the same thing
- *Electrician Townsville, air-conditioning Townsville, or Bob's electrical Townsville* are searching for distinctly different things.

In the first example, you need a single page focusing on providing information about those services.

In the second example, you need a page offering relevant information for each *search query*. Note that your homepage should be the page that focuses on branded searches such as *Bob's Electrical*. While you have separate pages for *service* or *product-based* searches such as *air conditioning Townsville*.

## A Small Service-Based Business Example

A simple website for a Handyman in Penrith may include 6 pages, a/an:

1. Homepage
2. Service and location page
3. About page
4. Privacy policy page
5. Terms page
6. Contact page

## A Small Online Store Example

A small store selling coastal furniture and furnishings may have the following pages:

1. Homepage
2. About page
3. Privacy policy page
4. Terms page
5. Contact page
6. Shop page (showing categories)
  - a. Pots page (a category page)
    - i. Pot product 1 page
    - ii. Pot product 2 (etc., including for other categories)
  - b. Décor page (a category page)
  - c. Furniture page (a category page)
7. Checkout page
8. Confirmation page

## A Personal Blog Example

If a service-based business or an online store wanted to include a blog, they would need the above pages plus:

1. Blog page (shows all the blog posts)
  - a. Blog post 1
  - b. Blog post 2 etc. (added to over time)

### Action to Take Now

Make a list of all the pages you think you will need using bullet points like the above. Then talk to your web designer for feedback and further ideas.