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| About the Company | Describe the history of your company with it's growth and development. You may want bios on key company personnel, possibly with links to a page for each of them. |
| About Us | Include company goals, philosophy or mission statement. You might include bios on key personnel with their education, accomplishments, or portfolio. |
| Products | Show graphics and photos of your products with short descriptions. |
| Services | Describe the service you offer. Different categories of your services can each have their own page with a full description. |
| Catalogue | Provide a catalogue of the products you wish to sell. If you are a musician, it may be your CD's...if a realtor, your listings. |
| What's New | Display new products or information . You need to keep this page current, so customers will continue to come back to see what's new. |
| References | List companies or individuals using your products or services...possibly a page with quotes from customers praising your product or service. |
| Contact | List your address, phone, email, etc. You might want to include a form on your page for customers to fill in, allowing them to request more information or express opinions. |
| Links | Link to other sites containing similar information. You want to be careful with this. If a client clicks on a link outside your site, he may not get back, or worse, find your competitor. |
| Ordering | Explain how to order or obtain your services, with possibly a mail order form or e-commerce form. |
| Site Map | List all your web site pages, on a Site map page. Many viewers go to the sitemap page first to streamline their browsing experience. |
| Colors | Find just the right colors for your website |
| Other | Display other links or categories pertinent to your business. |