TOTAL TECH

W E B   D E S I G N

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Web Site Page Suggestions

First, Why do you need your own website?

A website for a business should standout and stand alone in its own right and not be lumped into a group of businesses or tied to an association of like providers of the same services such as a generic builder's web site where a customer can obtain a quote on a project from many companies. What good does that do for an individual business? Does it highlight the strengths of that business or provide any perceived added value. Would you advertise using just the classified to get your message across? This is why a website should be individualized, and customized with your particular business in mind.

Some general guidelines

All pages on the site should appear with the same theme, pages that have a different layout, design or color scheme may confuse the customer. Since our goal is to keep our customer on the site as long as possible. Having a consistent layout, menu and color scheme is critical for a professional looking easy to use site. While some elements of design (animations, large photos, sound) may be very interesting they may also interfere with certain compatibility issues, our team carefully considers every recommendation and every design. One thing to keep in mind is that while there are always advances in technologies related to website design it is also important to have a site that is usable by the majority of your customers and where those customers are viewing your site from (home, work, school, etc). One of the best ways for your pages to be read and to be shown in the search engines is to include high quality, relevant information (content). The rest of this document outlines various pages and what they might be used for.

Home Page

The home page, or front page, is the most important page on the site. This page should wow the customer and be unique; at the same time the front page should also be consistent in layout and design with the rest of the site.

About Us Page

Found on most sites, typically includes a brief history on the company, description of the location(s) and a mission statement. Most corporate cultured entities typically include photos of the staff, names, titles and bios of senior management. For publicly held organizations it is also suggested to have investor related information posted here.

Contact Us Page

This is page with contact information, usually has all contact possibilities for the company such as:

- o Address, directions and linked map
- o Local and Toll Free Phone Numbers
- o E-mail Addresses
- o Fax Numbers
- o Hours of Operation
- o Department Directory
- o Employee Directory

Why Us? Page

A why us page consist of information that lists competitive advantages and explains why your customers should choose you. This is the perfect location on the site to really boast your organization.

Site Map

Found on most sites, a categorical view of the website with links and descriptions of every page. This acts as Site Directory.

Service Pages

A page for each individual service offered by your organization is suggested, the following is a list of sample items that may have their own pages:

- o *Item name* Repair
- o 24 hour service
- o Banquet Room Rental
- o Catering Service Offerings
- o Dance Club/Dance Floor Information and Photos
- o Dinner/Drink/Lunch specials
- o *Consulting* Service

Product Pages

It is common to place product lines and individual products on their own pages; there is no real standard to follow. It is best to discuss your product page needs with the designer to create the best display for your needs.

Quotes and Testimonials Page

If you have quotes or statements from your clients testifying your great service, quality of work, etc. This is the ideal way to convey customer satisfaction and build reputation.

Photo Gallery Page

Photo galleries are a great way to display your facilities and results of your work. A photo gallery generally is a series of pages that have thumbnails (small previews of photos) with captions that are clickable to a larger view.

Calendar of Events Page

This is a great way to show your organization is vibrant and dynamic, this typically is a page that allows the customer to choose a month and see all the events coming up with a links to more details on those events. This is a great feature to tie in with a mailing list of sorts that enables the customer to be notified of events through email.

Cool Features

There is a wealth of cool features and tools that can be built or added to your site, unique, handy and innovative features keep your customer coming back.

- o Members only areas that require a login, these members may have access to special discounts or information.
- o Calculators for pricing or financing
- o Local weather information
- o Mailing Lists
- o Newsfeed subscription (ask for more details)
- o Frequent special or promotion information
- o Online contact request forms
- o Blogs and customer forums