

## Home Page

The introduction to your company. Your store front window. Be sure to include information to draw the customer in. Sales pitches are ok!

## About Us

Makes your site more personal. Helps your visitor to feel secure. Testimonials can go here.

## Policies

Explains things such as shipping and privacy. Puts aside any doubt when making purchases or joining lists.

## Contact

A form is most desirable to avoid being spammed. Having a toll free phone number helps your image

## FAQ

When you offer products or services that may pose many questions. A great way to provide in depth information.

Typical Internal Pages (linked to from every page of the site)

## Site Map

Offers your visitor a place to go if they get lost.

## Blog

An area of your site used to post news, updates, or commentary.

## Catalog

A detailed list of products including internal page links (for easy navigation) and payment links to a shopping cart or payment system.