**Hua Hin
Website Design**

5 keys to choosing the right pages for your website

A PRACTICAL GUIDE by Hua Hin Website Design.
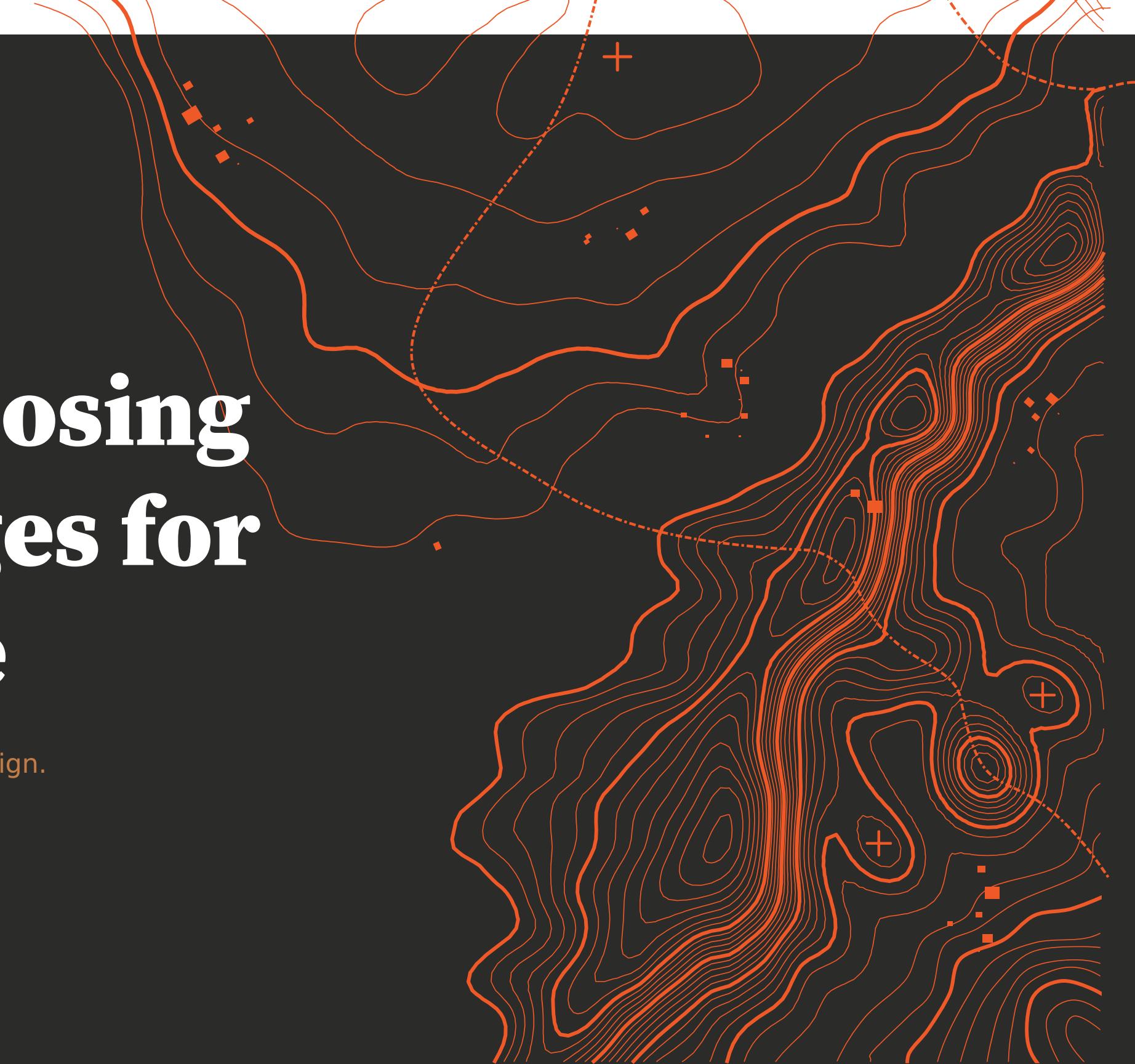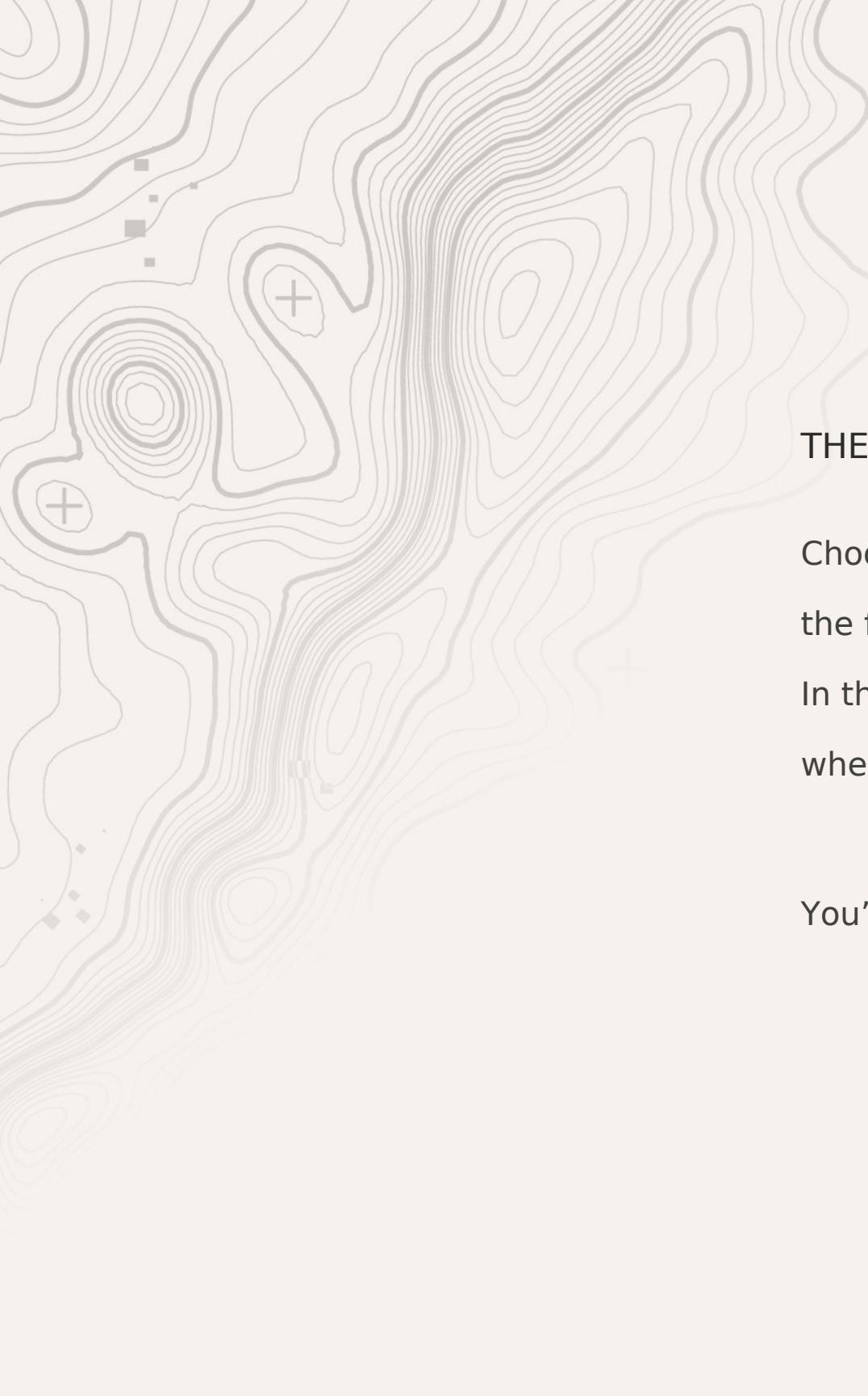
THE ADVENTURE BEGINS

Choosing which pages to include on your website is one of the first and most foundational steps in building a website. In this guide you'll learn 5 principles you should consider when choosing what pages to include on your website.

You've got this! 💪

LET'S MAKE A SITEMAP

As you read this guide, the best way to apply what you're learning is to create a **sitemap**.

What is a sitemap? It's simply list of pages that will be included on your website. It can be a bulleted list or a visual flowchart. You can create it using software, or you can sketch it on paper.

Choose the tool that works best for you, and start creating your sitemap as you read!
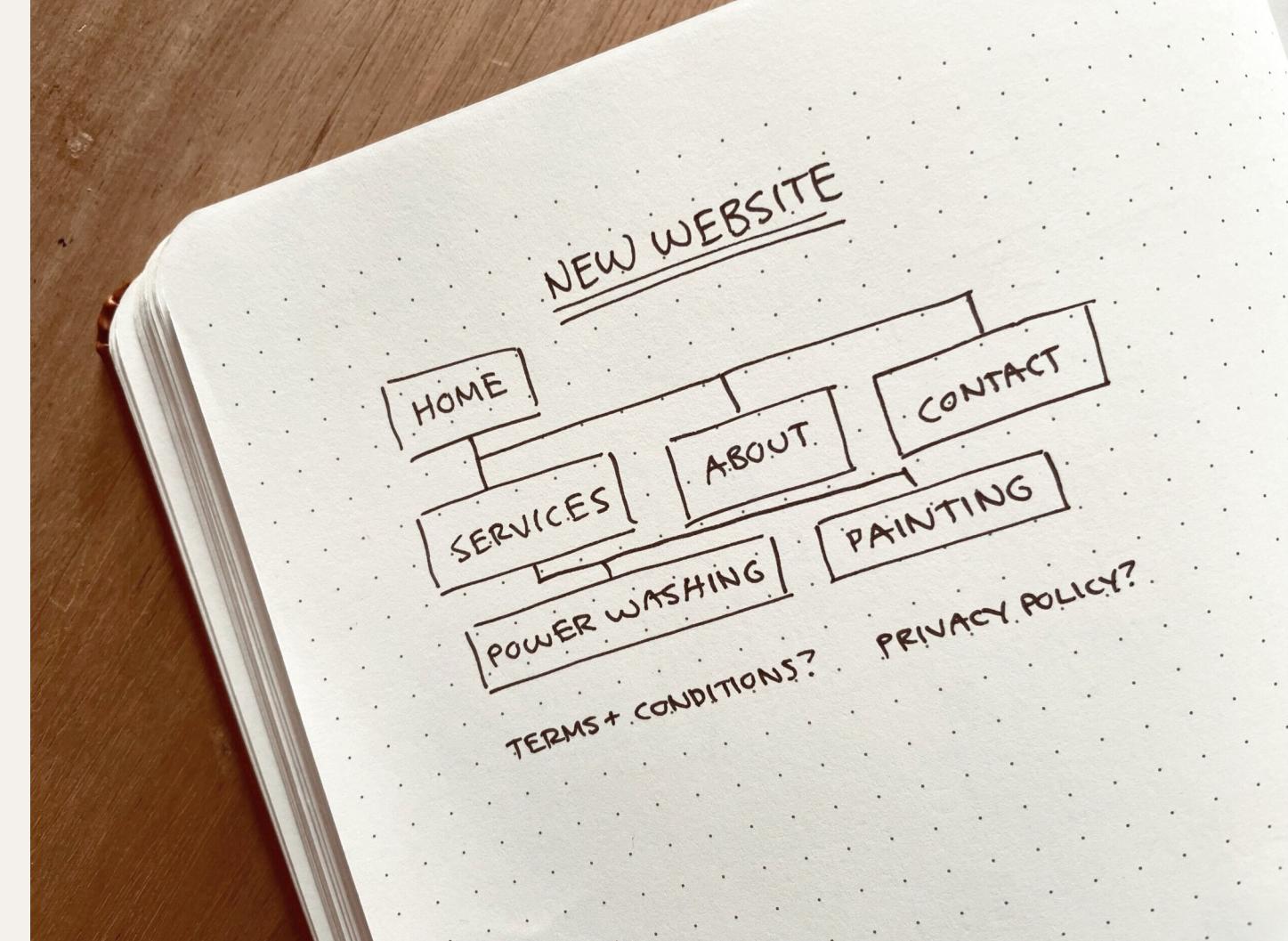
EASY SITEMAP SOFTWARE

Octopus (online tool) - octopus.do

Miro (online tool) - miro.com

MindNode (Mac software) - mindnode.com

01
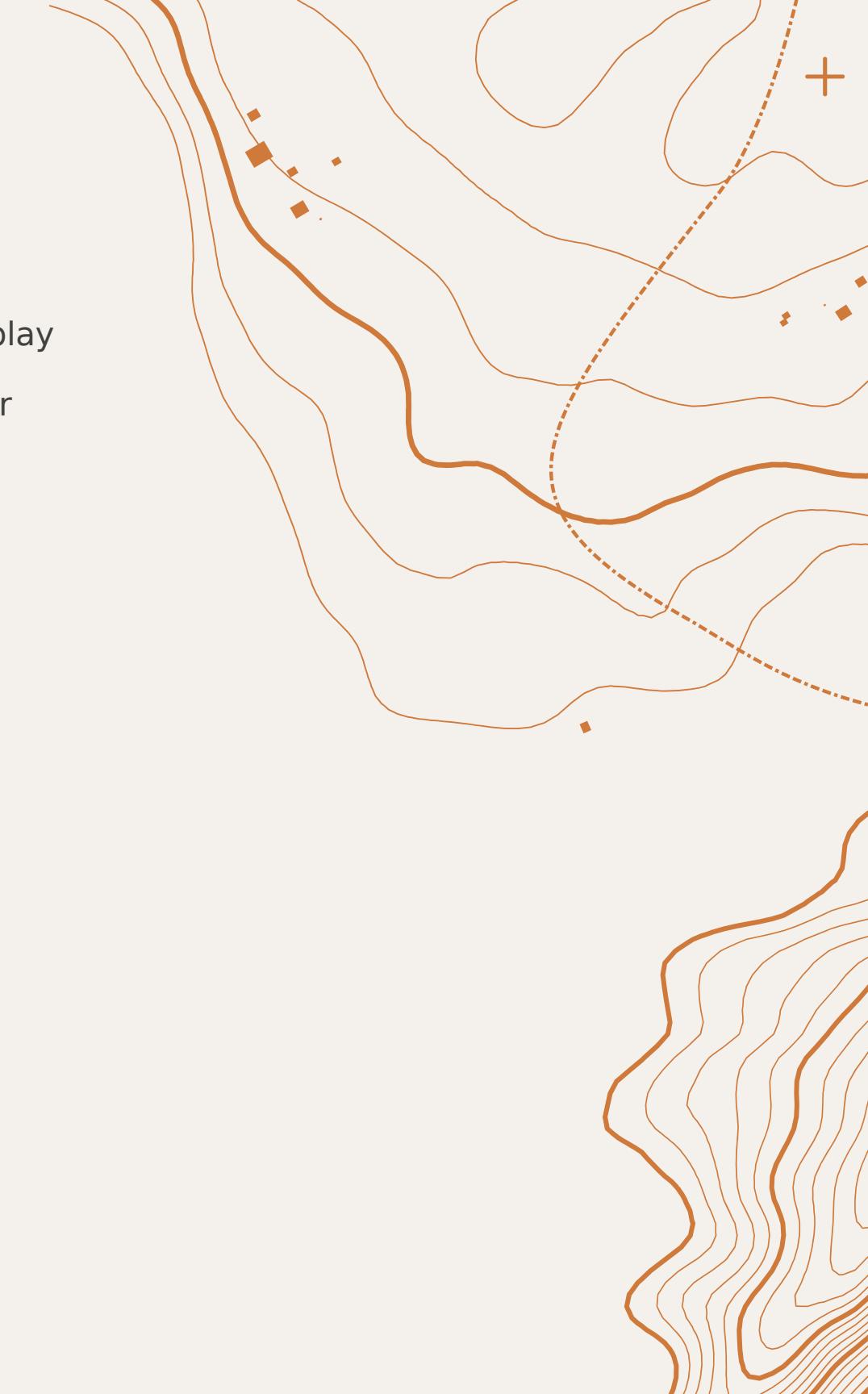
DEFINE YOUR GOALS

First, let's think about what role your website should play in your business. What job should it do? Choose one or more goals from the list below, or add you own

I want my website to:

☐ Make me look professional online

☐ Help new people discover my business

☐ Increase the number of online inquiries

☐ Sell products or services online

☐ Educate potential customers

☐ Add subscribers to an email list

☐ Other _____

02

CREATE A LIST OF PAGES

Now that you're clear on the purpose of your website, make a simple list of pages to include on your site. I've included some common examples below to get you started!

Standard pages

- Home
- Services
- Products
- About
- Blog
- Contact
- Terms & Conditions
- Privacy Policy

Additional pages to consider

- FAQs
- Portfolio
- Shop
- Events
- Press
- Testimonials
- Approach
- Case Studies

- Team
- Pricing
- Careers
- Resources
- Donate
- Schedule a Call
- Podcast

03

OPTIMIZE FOR SEARCH ENGINES

If your goal is to attract new customers through your website and your business has multiple services, it might be beneficial to create a page for each. That way when someone searches for something specific like power washing services nearby you're more likely to show up in search results.

Instead of this:

- Home
- Services
- About
- Contact

Try expanding your service pages:

- Home
- Residential Services
    - Exterior Painting
    - Power Washing
- Commercial Services
    - Building Maintenance
- About
- Contact

04

MAKE IT EASY TO NAVIGATE

It can be tempting to get clever and creative when you're naming pages on your site. For example, maybe you want to name your blog "The Handyman's Journal" or your about page "Behind the Scenes".

Don't make people think. Instead, choose a short, simple, extremely obvious title. For example, maybe your blog should be... you guessed it! "Blog".

There are a lot of great places to get creative on a website, but usually naming your navigation isn't one of them!

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CONSIDER BUDGET & TIMELINE

If you have budget or time constraints for building your website, reducing the number of pages is one of the best ways to save time and money.

Try creating a phase 1 sitemap with fewer pages, and a phase 2 sitemap with pages you can add later. This can make getting to the finish line a little bit easier and help you keep forward momentum. Just make sure you're still meeting your original website goals from step one!

Next Steps

Now that you've created a draft of your sitemap, you can get

a professional opinion by emailing it to our team:

info@huahinwebsites.com

Once you've decided on your pages, we can provide

you a quote to design and build it for you!

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