Choosing the Right Pages for Your Small Business Website

Every page on a small business website has a job to do. Some pages introduce what you offer, others help people find your contact details, and a few quietly build trust before a visitor ever picks up the phone. Getting the mix right matters because each page either moves someone closer to working with you or sends them back to the search results.

The challenge is knowing which pages actually earn their place. A common mistake is to build everything at once, ending up with a site that feels crowded and unfocused. A better approach is to start with the pages that answer the most common questions your customers have, then add more as you see what works.

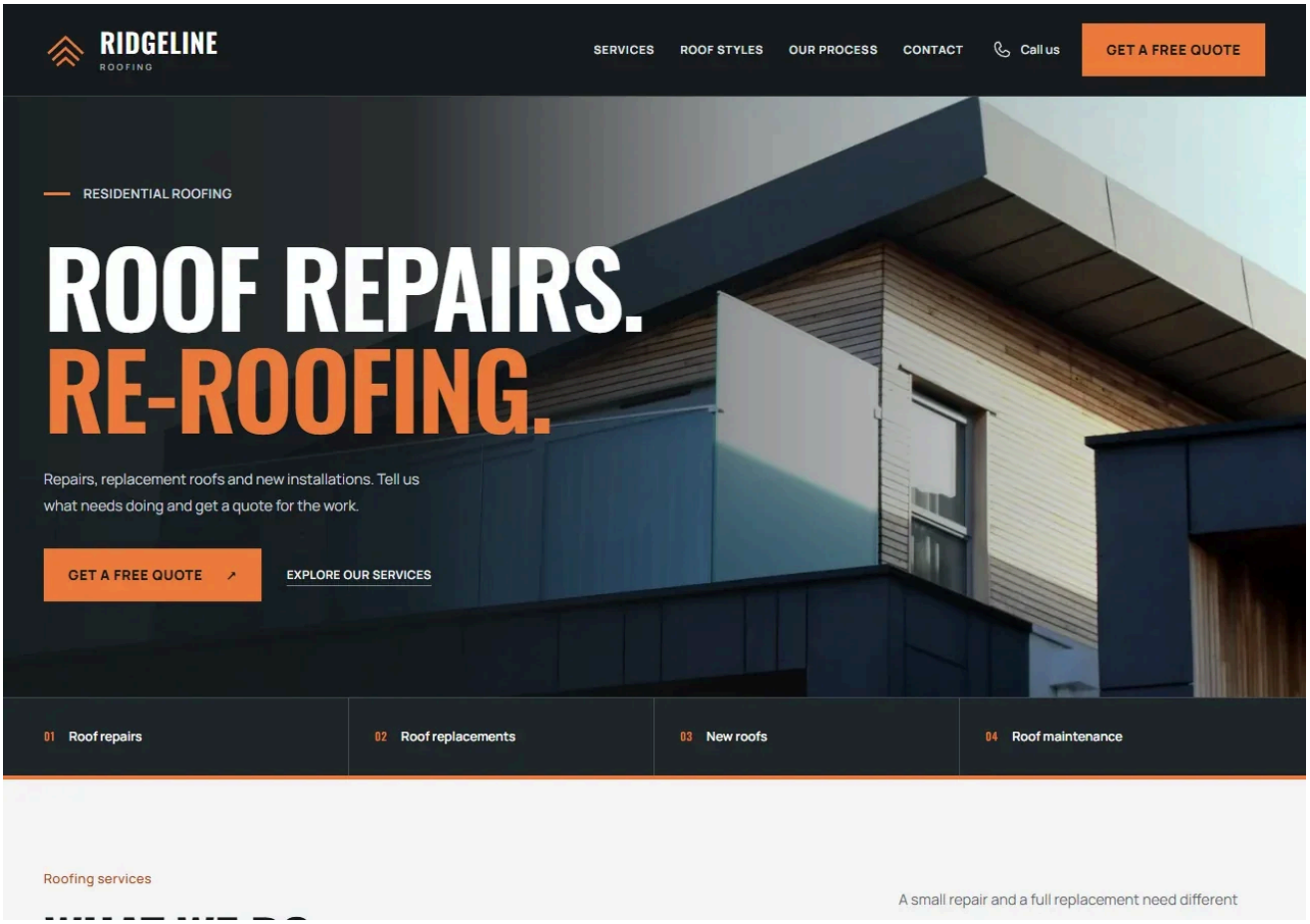
Start With the Home Page

The home page is the front door of your site. Many visitors will land here first, so it needs to clearly state who you are and what you do within a few seconds. That does not mean cramming every detail onto one page. It means giving a clear headline, a short description of your main service, and a simple next step for someone who wants to learn more or get in touch.

What to watch: avoid the temptation to treat the home page as a summary of everything. If you run a plumbing business, the home page should say you are a plumber and list the main types of work you handle. It does not need to explain how you fix a hot water cylinder. That detail belongs on a service page. Keep the home page focused on the big picture and the one action you want most visitors to take.

Service Pages That Explain What You Do

Service pages are where you go into the specifics. If you offer three main services, write a separate page for each one. This helps search engines understand what each page is about, and it helps visitors find exactly the information they need without wading through irrelevant content.



Each service page should cover what the service involves, who it is for, and what the outcome looks like. Use plain language and avoid industry jargon unless you are certain your audience knows it. For example, a page about website design might explain that you build sites that work on phones and computers, not just that you "create responsive digital experiences."

What to watch: do not write pages that are too thin. A service page with two sentences and a photo does not give a visitor enough confidence to reach out. Aim for enough detail that someone can picture how your service would help them. At the same time, avoid making each page so long that readers give up before they reach the end.

An About Page That Builds Trust

An about page is one of the most visited sections on a small business website. People want to know who they might work with. This page is your chance to explain your background, your approach, and what makes your business different. It does not need to be a life story. A few paragraphs about how you got started, what you value, and the kind of clients you enjoy working with is enough.

What to watch: do not turn the about page into a list of features. Saying you have ten years of experience is fine, but it is stronger when you connect that experience to a benefit for the

reader. Instead of "we have ten years of experience," try "we have spent ten years helping small businesses get online quickly and without hassle." The second version tells the reader what that experience means for them.

A Contact Page That Works

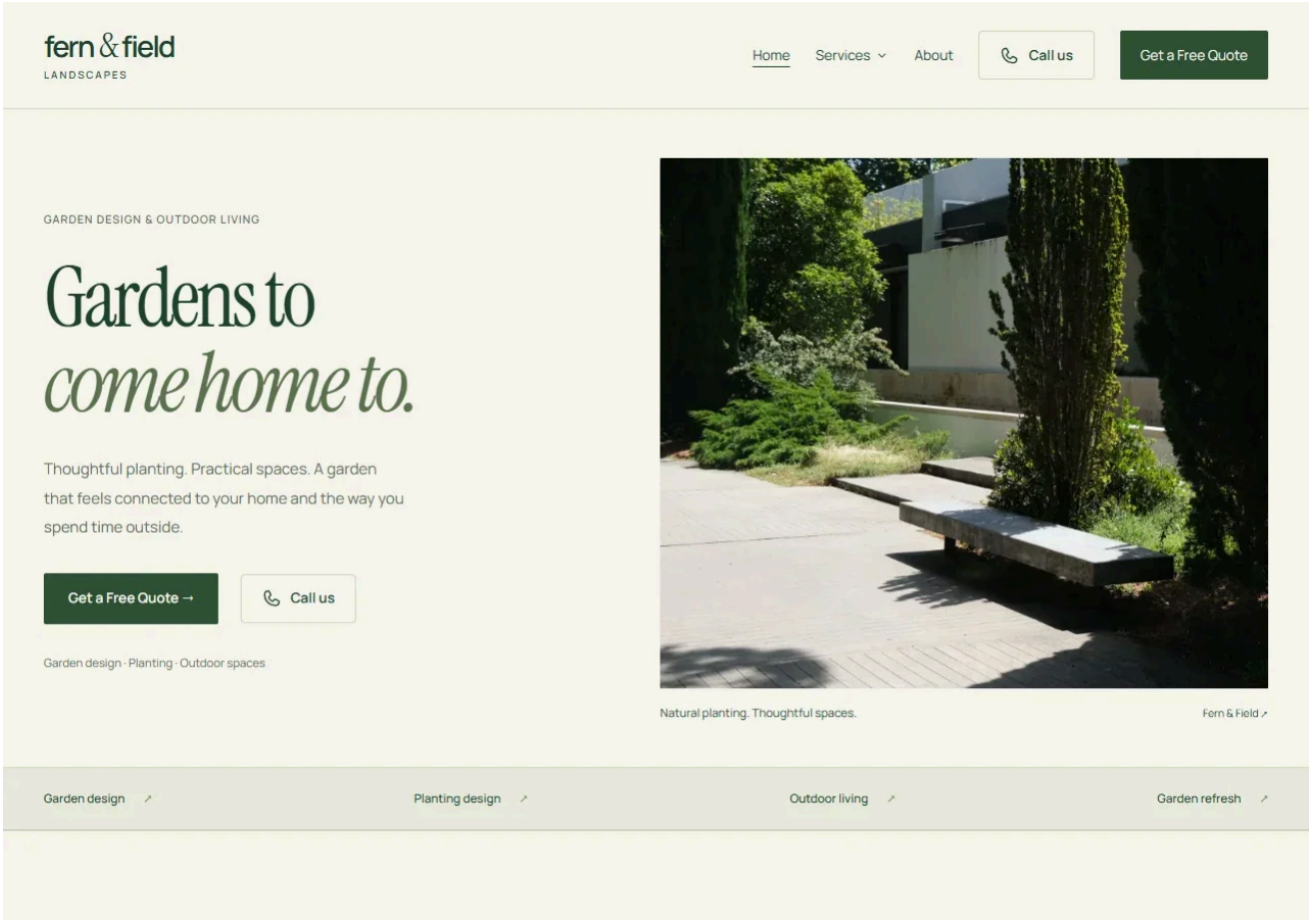
A contact page should make it easy for someone to reach you. Include a contact form, your phone number, your email address, and your physical location if you meet clients in person. The form should ask for only the information you actually need. Name, email, and a short message field are usually enough. Adding too many fields discourages people from filling it out.

What to watch: test your contact form regularly. A broken form that silently fails to send messages means you are losing leads without knowing it. Also, check that your contact page loads quickly on a mobile device. Many people will fill out a form while they are on the go, and a slow or awkward mobile layout can stop them from completing it.

Additional Pages That Add Value

Once the core pages are in place, think about what else your audience might need. A portfolio or case studies page can show examples of your work. A pricing page can set expectations and save you time answering the same questions. A FAQ page can address common concerns before a visitor even asks them.

For a small business website, a portfolio page is often a good investment. Seeing real examples of your work gives visitors concrete proof that you can deliver. If you are a web designer, show screenshots of sites you have built and explain what each project involved. If you are a landscaper, show before and after photos of gardens you have transformed.



What to watch: only add pages that serve a clear purpose. A FAQ page with two questions is better than no FAQ page, but it is also better than a FAQ page with twenty questions that nobody actually asks. Listen to the questions customers bring up in conversations and use those to decide what goes on the page.

Making Sure Every Page Has a Job

Before you publish a new page, ask yourself what the visitor should do after reading it. The answer should be something concrete: call for a quote, fill out a contact form, or read a specific service page. If you cannot name a clear next step, the page might not be pulling its weight.

Each page should also have a call to action that matches that next step. A service page about website maintenance might end with a button that says "Get a maintenance quote." A portfolio page might end with "Contact us to discuss your project." The wording matters less than the clarity. The visitor should never have to hunt for what to do next.

Content That Serves the Reader

Website content is what fills your pages and gives them meaning. Good content answers the questions your customers are already asking. It does not try to sound impressive. It tries to be useful. When you write content, imagine you are explaining something to a friend who knows nothing about your industry. That tone usually lands well.

What to watch: avoid writing content that is too promotional. A page that spends three paragraphs telling the reader how great your business is can feel pushy. Instead, focus on what the reader will get. Describe the outcome, not just the features. A visitor who feels understood is far more likely to reach out than one who feels sold to.

Mobile Layout and Navigation

More than half of web traffic now comes from phones and tablets. If your site does not work well on a small screen, you are turning away a large portion of your audience. A mobile layout should make text readable without zooming, buttons easy to tap, and navigation simple to use with one hand.

What to watch: check your site on an actual phone, not just in a desktop browser resized to a small window. Real devices behave differently. Also, pay attention to load times on mobile. Large images and heavy scripts can make a page painfully slow over a cellular connection.

Your domain name also plays a part here. A short, memorable domain that matches your business name makes it easier for people to find you and trust that your site is legitimate. If your domain is too long or hard to spell, people may type it wrong or give up.

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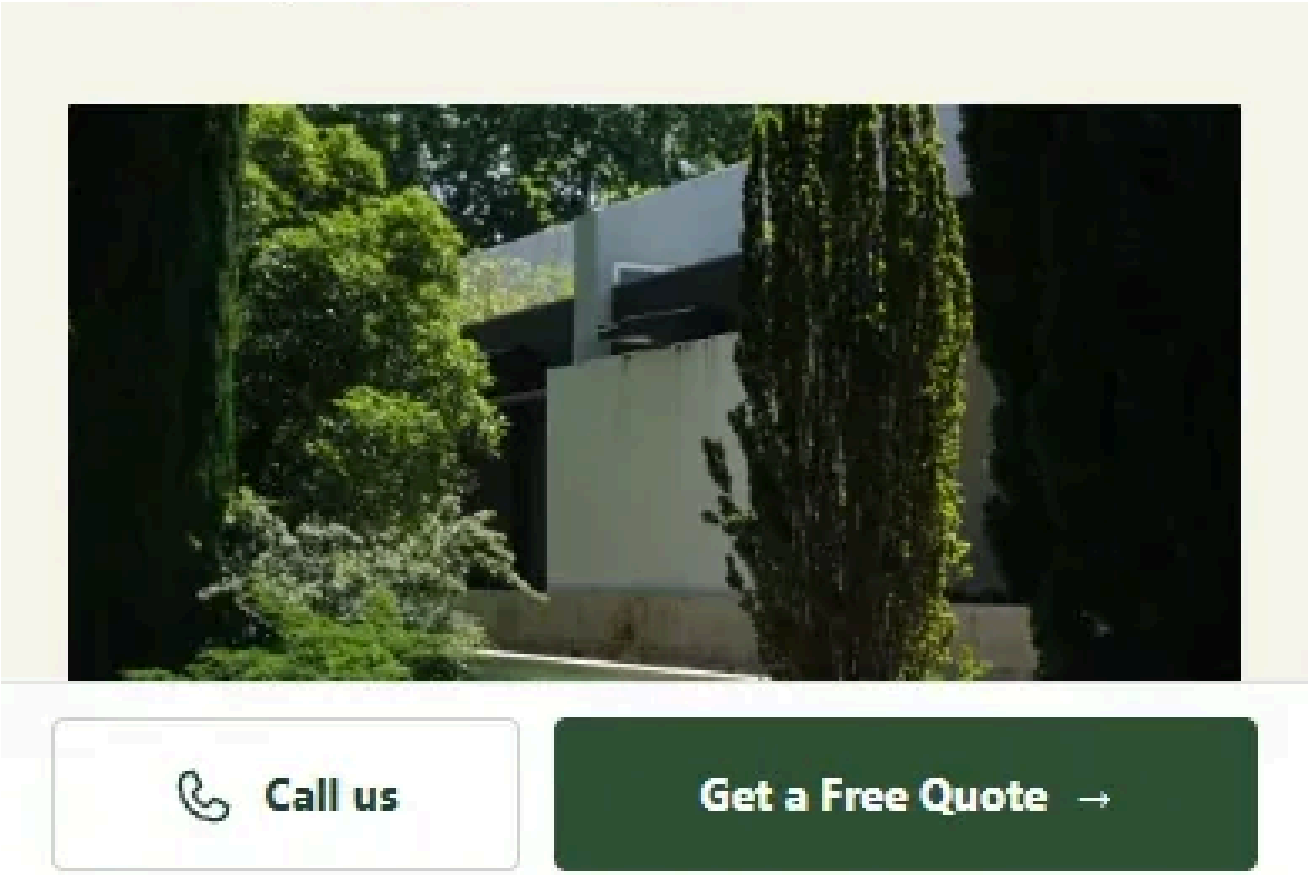
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Bringing It All Together

Building the right set of pages for a small business website is not about having the most pages. It is about having the right pages, each one written and designed with a clear purpose. Start with the home page, service pages, an about page, and a contact page. Add more as you see what your visitors need. Keep the content focused on the reader and make sure every page has a clear next step.

If you are working through this process and want a second opinion on your page structure, a conversation with a professional can help. Sorted Web is a New Zealand-based team that works with small businesses on website design and digital support. Their experience across many industries means they have seen what works and what does not when it comes to choosing the right pages.

Take the time to plan your pages carefully. A well-thought-out site makes a stronger impression, gets better results, and saves you from having to redo everything six months down the track. The effort you put into choosing the right pages now will pay off every time a new visitor lands on your site.