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10 MANDATORY
INFORMATION YOUR WEBSITE MUST SPEAK

Article from Revalsys Technologies

This article provides the details which are mandatory your website must speak

Website is a wonderful way to accomplish different marketing strategies and help your business grow. If you're running a business and don't have a website, you're losing great opportunities to make your business flourish.

Having a website for every business to have a good online presence has become very much essential in this digitalized world. Benefits of having a website are vast and you can enjoy those when you have one.

If you are creating a new website or considering a website re-design, there are some important things that need to be kept in mind. Here is a list of some mandatory information which you should include on your website:

Homepage: Home page is the backbone of a successful website. The content of the homepage should be interesting and engaging so that it attracts attention of the visitors at the first glance. It is a wonderful opportunity to provide a brief description of your company, products and services you offer etc.

About Us: 'About us' page of your website is also an important part as it is here you can tell your visitors who you are, what you do and how you got there. You can let the visitors know how different you're from your competitors and why they should go for your products or services. You can even include any special recognition you have received, your commitment and working culture.

Products/Services: In this page, you can provide a summary about the products and services you offer. And if the list of products and services is huge, it is better to separate them into categories and provide a link to a landing page where visitors can learn more about each product. It is better to provide detailed information of the products and services so that there remain no questions in the mind of the visitors.

Contact Us: Having a separate contact us page is very essential where you can provide the detailed address of all your branches, email ids, phone numbers etc. You can even provide option for the visitors to reach you by filling a simple form containing the visitor's name, email id and queries. In addition to this, make sure to provide your contact number along with an email id at the bottom of each page.

Copyright Information: It is important for any website to have a copyright notice to protect your intellectual property.

Privacy Policy: Having a privacy policy page on your website is a wonderful way to let your visitors know that they can trust you as information such as email address, contact number entered by them are safe with you.

Testimonials: Corporate websites can include customer testimonials on their homepage. This is one of the best ways to let people know about your work through the words of your customers. You can induce a feeling in your prospective clients that they can believe in your company and hire you for their work.

News and Events Calendar: In the news and events calendar section, you can provide news articles of any kind of news related to your company or provide links to news articles, press release etc. If there is any upcoming event, you can highlight it on the events calendar.

Careers: Having a career page in your website allows you to provide details of your current openings. In fact, it is a wonderful opportunity to let candidates know why they should work with you and be a part of your team. It also allows you to hire people according to your requirement.

Sitemap: A site map is also an essential part of a website as it provides the visitors how the website is laid out and let them know which section is available where.

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