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# YOUR WEBSITE: WHAT YOU NEED AND WHAT YOU DON'T

The pages every small business site needs, how to build one cheaply, and how to turn visitors into customers.

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AT A GLANCE

- Most small businesses need a **simple, fast, mobile-friendly site** with a few key pages, not a complex custom build.
- Website builders let you launch in a weekend. Many founders now also use **AI website tools**.
- Every page should make it easy to do **one thing**: book, buy, call or visit.

## Why it matters

Customers check your website before they buy, even when they found you on social media or by word of mouth. A clear site builds trust, answers questions so you don't have to, and takes bookings or orders while you sleep.

## The pages you need

| Page | What it should do |
|---|---|
| Home | Say what you do, for whom, and where, in one line. Show one clear button: book, buy, call or order. |
| Products or services | What you offer, with prices or starting prices |
| About | Your story, your team, why you started |
| Reviews | Real customer reviews and photos |
| Contact | Phone, email, address, hours, map, and a contact form |
| Booking or shop | If customers book or buy online |
| Policies | Privacy policy, and terms, refunds or cancellations if you sell online |

## What you don't need at first

- A custom-coded site
- A blog you won't keep up
- Dozens of pages
- Fancy animations that slow the site down

## Step by step

1. **Buy your domain** (your web address), ideally your business name. See **B-07 Picking and Protecting Your Business Name**.
2. **Choose a builder**: a website builder, an e-commerce platform if you sell products, or an AI site tool.
3. **Use your brand sheet** for colors, fonts and logo. See **L-01 Building a Brand on a Small Budget**.
4. **Write simple copy.** Lead with the customer's problem and your promise.
5. **Add real photos** and reviews.
6. **Connect booking or payments** if customers book or buy online.
7. **Check it on a phone.** Most visitors will use one.
8. **Set up a business email** at your domain, like hello@yourbusiness.com.
9. **Connect free analytics** to see how people find and use your site.

> EXAMPLE
>
> **Malik** built his car-detailing site on a website builder in one weekend: a home page with "Book a detail" at the top, a services page with three packages and prices, a gallery of before-and-after photos, reviews, and an online booking calendar. Within two months, 40% of his bookings came through the site.

## Making visitors into customers

- **One main button** per page, in the same spot.
- **Prices or starting prices** reduce back-and-forth.
- **Answer common questions** on the page.
- **Fast loading.** Compress large photos.
- **Show you're real**: address, phone, photos of your team.

## Common mistakes

- **Hard to find contact info** or booking.
- **Out-of-date hours, prices or menus.**
- **Too much text** and not enough photos.
- **Ignoring how it looks on phones.**

## Your checklist

- ☐ Buy your domain
- ☐ Choose a builder
- ☐ Create the core pages
- ☐ Add one clear button on every page
- ☐ Test it on a phone
- ☐ Set up a business email and analytics

## Key words, explained

| Word | What it means |
|---|---|
| Domain | Your website address. |
| Website builder | A tool for making a site without coding. |
| Call to action | The main thing you want a visitor to do. |
| Analytics | Data on how visitors find and use your site. |

## Where to go next

- **L-04 Getting Found Locally: Google, Maps and Reviews**
- **L-10 Selling Online: E-commerce Basics**
- **L-05 Marketing Basics: Reaching Your First 100 Customers**

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