

MUST-HAVE WEBSITE PAGES

CONTENT SUGGESTIONS AND TIPS

This document is a re-packaged version of a handout from a 2020 EO Training. It outlines some good things to think about when you start to put together the content of a website and includes some examples from other related conservation organizations.

Filed Under

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Must-Have Pages for Your Website

Home Page

Logo

Clear and identifiable. You can also use your logo as a favicon to guide a user back to the homepage from other pages.

Navigation

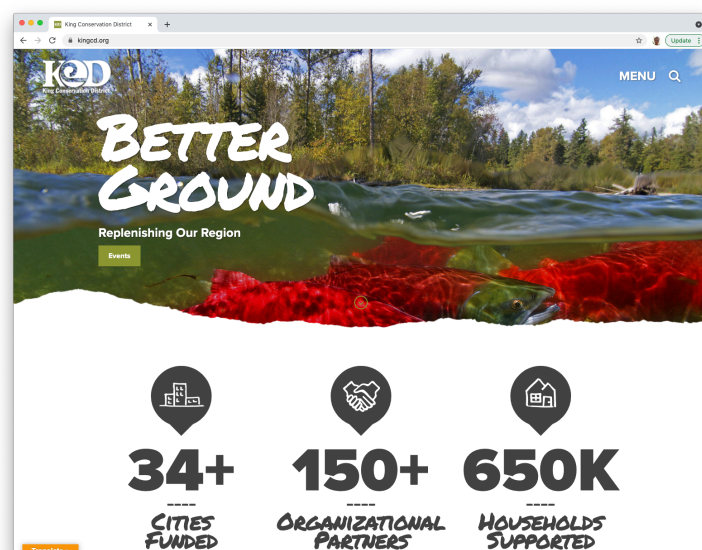
Clear, easy-to-use navigation tool. Your navigation tool will serve as a table of contents for your page, helping users locate the specific information they are looking for. Include this in your header or somewhere very easy to see and access.

Headline

A headline is the way you will let your visitors know about your business. A heading is often a business name, whereas the subheading will provide a clear and succinct description of your business.

Call to Action

A call to action should be visible on the home page should draw your visitors in, prompting them to delve deeper into your website.



Home Page example. The King County Conservation District does a good job of drawing its users in with visuals, has a clear call to action, and prioritizes conveying the impact of the organization. It's clear that King County CD knows its audience.

Social proof

You need to stimulate trust and establish expertise. We can do this through success stories, testimonials or client reviews.

Photos and Visuals

A picture speaks a thousand words, people will be drawn in by captivating images. Real life pictures will add integrity to your site.

Text content

A visitor needs to connect to your business right away. Tell them why what you do matters, how will it help them? Keep it short and simple, do not overwhelm the visitor on the home page.

Footer

Your footer should include your contact info, links to important content, and social media links.

About Page

Content to include

- Headline (About, About Us, About Business Name)
- Sub-headline (Your mission or vision works great)
- Supporting Image
- History or storytelling
- Call to action – send your readers to another page on the site

Tips

- Connect with your readers – tell your story
- Use a conversational tone, evoke emotion
- Focus on how your agency solves a problem
- Add personal photos (pictures of your board members or staff?)
- Don't go into too much detail
- Keep it easy to read (at least 16pt)
- Put a link to your about page in several other spots on the site

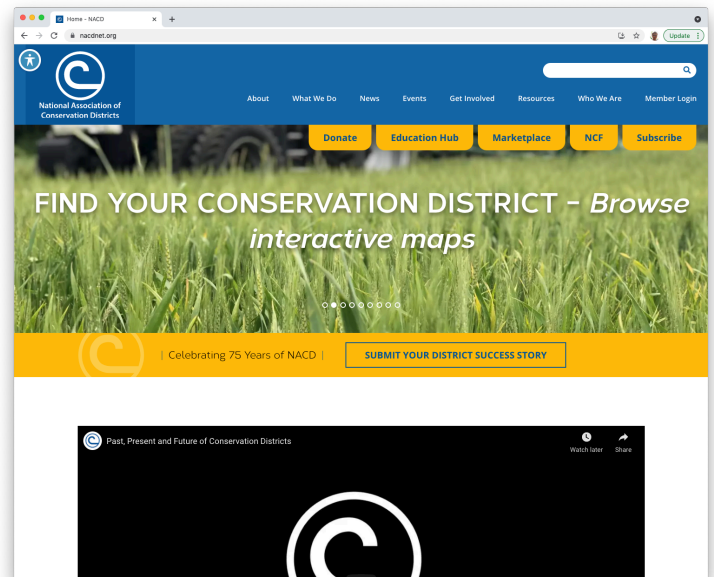
Contact Page

Content to include

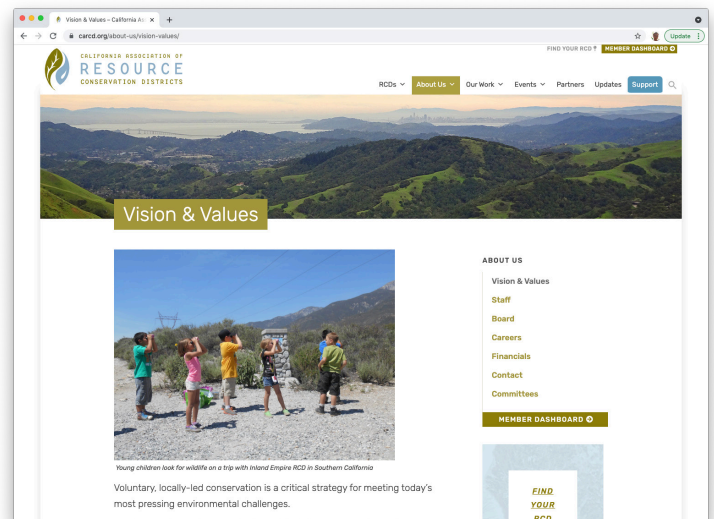
- Your email, phone, and physical address
- Contact form

Tips

- Contact forms can feel impersonal, give them a real email



Home Page example. With a broader audience and a more utilitarian purpose, the NACD keeps things clear and simple. Everything is filed away in clear navigation labels.



About Page example. The Resource Conservation Districts of California about page is broken up into a few pages, with "Vision and Values" being the first page to come up. They have good photos and a clear explanation of their goals and mission.

and phone number

- Redirect users to a thank-you page, let them know how/when they will hear from you
- Include a call-to-action, sign up for a newsletter, join the board, leave your comment

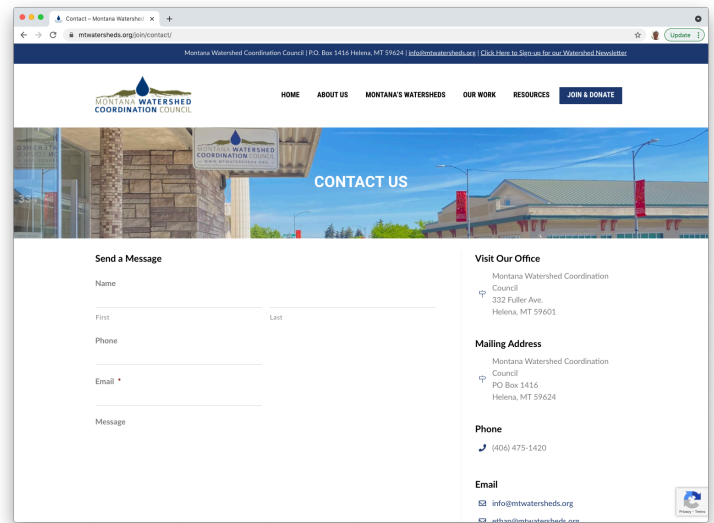
Services Page

Content to include

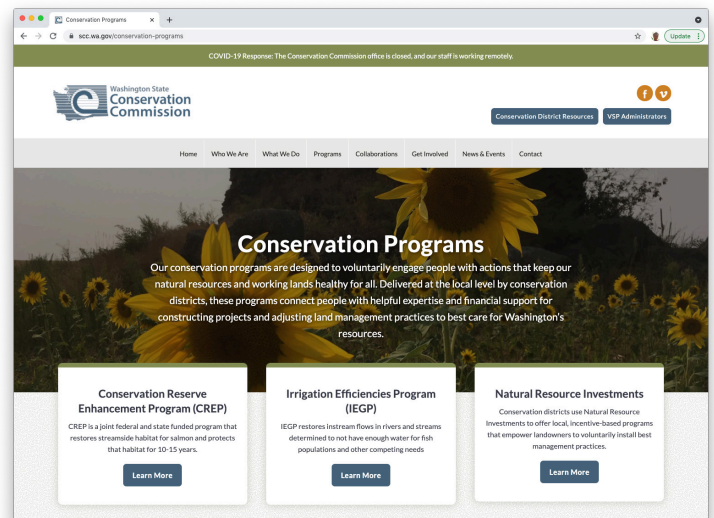
- Elevator pitch – less than five minutes to tell a perspective customer about your services, what do
- you say?
- Structure your page to help the viewer find what they need
- Provide customer feedback if possible
- Include a natural conversion opportunity (Current events/ Blog page/Schedule an appointment)

Tips

- Give specifics about your services/products in a concise way
- Link to another page if you need more details on a service/ product



Contact Page example. The MWCC contact page offers a number of ways for its users to contact the organization and provides a simple form for people to submit messages.



Programs Page example. The Washington State Conservation Commission programs page spells out how their services are related to their mission. The page avoids clutter by linking to individual program pages for users to learn more.