



**When we refer to content, we mean written documents and visuals.**

***A Web site consists of a Home Page and Content Pages.***

Everything begins with the Home Page, where the visitor will find categories of information, in the form of buttons or links that viewers can click on to go to Content Pages containing info on a particular topic. These categories are referred to as Navigation. There are two kinds of Navigation:

Primary and Secondary. For now, we'll just concentrate on Primary Nav.

Below, I have outlined the categories of information that you will need to supply So that we can begin filling your site with content. The best way to submit Content is in a Microsoft Word Document. Photos are submitted as Jpeg files.

***Primary Navigation***

**About Us**

When viewers click on this button, they will land on a page of information, an overview describing the history, location and current work that your business is involved in.

**Our Team**

Brief biographies and photos of the staff, principal partners and people behind your business. This page can be combined with the About Us page

**Products and/or Services** *(depending on the nature of your business)*

Clicking on this button will lead you to a page describing recent and current products or services etc., along with any photos or other visuals. This area usually contains more than one page. These pages can also contain testimonials from customers financiers and partners you have worked with.

**Partners**

Descriptions of the businesses you partner with, their contact information and links to their Web sites. Can also include vendors such as hosting or isp's.

**News**

A news page is usually found on medium to larger sites. It consists of announcements, articles about products and services, news releases and new hires. It is added to and updated frequently.

**Contact Us:**

This page contains the following:

Name and address,

Phone numbers

Fax number,

E-mail address

And any other information that viewers need to contact you.

Links can be set up on the Contact Page. The viewer clicks on your e-mail address and they will get an preaddressed e-mail box so all they have to do is write their message and click "send". Also, on this page we could set you up with a more extensive lead generation form that visitors can fill out so you can get immediate and specific information about what they are interested in.