



A Checklist of Pages Your Business Website May Need

1. Blog page

If you're a content marketer, a lot of your effort goes into populating your blog section with valuable content that will resonate with and benefit your target audience. Whether it be podcast episodes or blog articles, the blog page will be a prominent part of your website.

For podcasters, look for a platform that will let you update both the blog and iTunes (or wherever else your podcast is broadcast) by adding your audio file URLs to blog posts.

An effective blog platform will not just allow attractive layouts and multi-media content, but will be SEO-friendly as well, letting you link, add metadata, and have a sitemap XML.

2. Homepage

This is a given for any website. Some things you want to have on your homepage are:

- The promise - Why should people be on your website? What do you offer? What kind of results are they going to get?
- Testimonials - Some positive comments to help with your positioning would be nice.
- Something about you - Talk a little bit about your services or products; remind people of the benefits they stand to gain and direct them where to go.
- A clear call to action - Place this preferably at the top of the page.

3. Landing/Opt-in page

One of the most important pages is the landing or opt-in page. This is where you build your email list. Here, you offer something of value, something awesome, something useful to people, in exchange for their name and email address (or just their email address). It might be a report, a cheat sheet, a video, a webinar. Getting your visitors' details will allow you to follow up with them, and target them with some great marketing campaigns.



4. Thank you page

Once someone opts in, you obviously want to send them to a page where you can thank them and tell them what happens next. On this page you can deliver the goodies you promised upon opt-in, or direct them to their email inbox where you've sent the item.

5. Sales page

This is a very important page. It can be very simple, with a video on top, a headline and some text; or it can be just text, basically like a sales letter. What it does is allow you to make an offer, telling people what the next step is to get results from you. They usually have a button that, when clicked, take people to the...

6. Order page

The order page is where you'll be accepting online payments. It will be hooked up to your Stripe account or your PayPal account, or both. Depending on the platform you're using, setting things up can be an involved or an easy process. With 10XPRO.io, the whole thing can be set up in a matter of clicks.

7. Order thank you page

Order completion will take the customer to a thank you page where they will be thanked or congratulated on their purchase and told what they need to do or what will happen next. They might be told they will receive login details and directed to the members' area where they can log in.

8. Members' page

This is a secure area where members can log in to access the community, the course, the forum, whatever they have subscribed to.

9. Products page

If you have a few different products and/or services, a good page to have is a product page. This can have buttons for each product that, when clicked, will take people to a dedicated sales page for each product or straight to an order page.



10. Other pages

Some other pages that are a given for a business website are:

- Privacy
- Terms of use
- Contact us

Depending on your strategy, you might also have:

- Webinar registration page
- Actual webinar page (automated or live)
- Deadline funnel page (with countdown timer)
- Viral share page - Upon opting in for something, this offers you an additional item if you can get three (or however many) other people to opt in)
- One-click upsell or downsell - This is usually displayed after an order page, allowing the customer to purchase an additional item with a single click.

All of these pages are easily set up inside 10XPRO.io, needing just a CRM system to integrate with for autoresponder functions.

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