

"Brochure" Site

WHAT IS A BROCHURE SITE AND WHAT CAN YOU DO WITH IT?



It's called a *brochure site* because it's the web equivalent of a tri-fold brochure that you might mail out to customers. It has a "cover" (the *home page*), section containing contact information, and three pages of information about you, your location, or your product or service. It contains information that probably doesn't change much.

This sample site has many more than five pages, but it still has a the same basic pages: Home page (shown), contact (Contact Us), location (Directions), and pages about the company or service (Uechi-Ryu Karate, FAQ), including articles (Stories, How to Choose a Dojo, Dojo Philosophy, and so on).

T. Rose's Uechi-Ryu Karate Dojo

Classical Okinawan Karate... for all the right reasons

- Welcome
- Schedule updated
- Last-minute News
- News
- Directions
- Students' Corner
- Contact Us
- How to Choose a Dojo
- Dojo Philosophy
- Uechi-Ryu Karate
- Stories
- FAQ
- Testimonials

A black and white illustration featuring a tiger on the left, a crane on the right, and a dragon at the bottom. In the center is a circular symbol with a white background and a black design. To the left of the illustration is a vertical inscription in Japanese characters and a red square seal.

386 West Main Street, Northborough, MA 01532 (508) 393-8779

If you have questions, comments, or suggestions,
click [here](#) to contact me.

In every page, there are three important elements that help you brand and promote your business:

- Logo and tagline — Repeated at the top of each page, the logo and tagline tell your customers who you are and what you do.
- Quick contact information — Repeated at the bottom of each page is the company's name, address, and phone number, and a link to your email address.
- Meta tags — If you don't know what meta tags are, don't worry. All you need to know is that they're pieces of information that help people who use search engines (like Google) to find your site.

I suggest that you start with a five-page site. You can add more pages as needed — either later or at the time of the initial design.

The Basics

The basics for a brochure site vary widely, but most seem to have the following five types of pages:

- Home page — The startup page. It used to be the fashion to have a fancy page with a "Click here to enter" button, but these days the home page is more often used to give a quick overview of who you are and what you do.
- Contact Us — Even if you choose to have contact information at the bottom of each page, you'll want a page that gives additional information such as contact hours, opening/closing hours, additional forms of contact, preferred forms of contact, and so on.
- Directions — If you have an office or shop that is open to the public, you'll want a directions page. Yes, it's true that customers can get a detailed map from Yahoo, Google Maps, or MapQuest, but what if the roads have changed and those sites haven't caught up with the change? Or, what if — as I've often found — none of the three agree? You'll want a page with your own directions or at least a link to the map site that provides the best directions to your location. You'll also want to include information about access by public transportation or parking.
- About Us — Who are you? Why should customers give you their business? What qualifies you in your field? You'll want a page to list your credentials, your accomplishments, and so on. You might even want to post a picture of you and your team.
- Products or Services — If you can afford only a five-page site, this page would have a list of your products and services, possibly with short descriptions and prices.

Ideas for Additional Pages

Some of the pages that you might consider adding are as follows. Note that there is an additional design charge per page. I can design the pages so that you can learn to update them yourself (or ask someone else to update them) or you can purchase an update service where you just email me the information and I put it on your web site.

- News — This is a great way to announce special sales, extended holiday openings, new services, and so on.
- FAQ — Short for Frequently Asked Questions, this can be a great time-saver. Do customers always ask the same questions? Answer them here.
- Schedule — Do you offer classes? List your schedules here.
- Articles — Show your customer you know your business. Write a short article on a timely subject, or obtain permission to reprint one here from a respected source.
- Industry-specific — Are you a petsitting service? Maybe you'd mention that pets are required to be up-to-date on immunizations. Are you a restaurant? Maybe you want to post your special holiday menu. I'm sure you can think of things you'd like to communicate to your customers.

Other Add-ons

You can easily add interest to any page by adding the following elements, which are available at no charge:

- Weather
- Add to Favorites
- Photos
- Coupons

Need Something More?

But what if you want a site that you can update yourself and add to and have the changes reflected immediately? Or what if you want an events calendar that appears as an actual calendar page?

For dynamic sites that you can update yourself or where users can register and log on, I can create a site using content management technology and show you how to use it. Tell me what you have in mind and I'd be happy to give you a quote.