What to Include in a Small Business Website

Start With the Essentials, Then Expand

A small business website needs to do one thing well: help a visitor understand who you are, what you offer, and what to do next. Anything that does not serve that purpose is extra. The question of how much to include comes down to your goals, your audience, and your budget. A simple site with five well-written pages can outperform a sprawling one that confuses visitors. The trick is knowing what to leave out.

For a small business, the core pages are usually a home page, an about page, a services or products page, a contact page, and perhaps a blog or news section. That might sound minimal, but each page can do a lot of work. The home page should state your main offer and a clear call to action. The about page should explain who runs the business and why it exists. The services page should list what you do and how someone can buy or book it. The contact page should include a phone number, email, address if relevant, and a simple contact form. A blog or news area is optional but useful for showing expertise and improving search rankings over time.



Beyond these basics, you might add a portfolio, case studies, testimonials, a frequently asked questions page, or an online shop. Each extra page should earn its place by answering a real question your customers have. If you are unsure, start with the five core pages and add more as you learn what visitors need. A web developer like thebeeseencompany.co.uk can help you decide which extras are worth the effort for your specific industry.

Navigation and Structure

Good website navigation is about helping people find what they need in two or three clicks. A small business site usually works best with a simple top menu: Home, About, Services, Contact, and maybe Blog or Shop. Avoid the temptation to put everything in the menu. If you have ten services, group them under a single Services dropdown rather than listing them all in the menu bar.

Think about the path a new visitor takes. They land on your home page, scan for what they want, click a link, and either take the action you want or leave. Every extra menu item is a distraction. Test your navigation by asking someone unfamiliar with your business to find a specific piece of information. If they hesitate, simplify.

Breadcrumb navigation can help on sites with several levels of pages, but it is not essential for a very small site. A footer menu with links to privacy policy, terms of service, and sitemap is standard and expected.



Content That Works

Content is not just text. It includes images, videos, infographics, and downloadable files. Each piece of content should serve a purpose. A product photo should show the item clearly from useful angles, not just a single blurry shot. A service description should explain what you do and who it is for, not just list features. Write for a reader who is busy and impatient. Use short paragraphs, bullet points where they help, and headings that let people scan.

Avoid jargon. A visitor who does not know your industry will leave if they cannot understand your offer. Use plain language and explain any specialised terms the first time you use them. If you serve a local area, mention the towns or regions you cover, but keep it natural.

Testimonials and case studies are powerful because they show real results. If you have happy customers, ask them for a short quote and permission to use it. A single testimonial on the home page can be more convincing than a long list of features.

Design and Responsive Layout

Responsive design means your site works on phones, tablets, and desktops without looking broken or being hard to use. More than half of web traffic now comes from mobile devices. If your site is not responsive, you are turning away a large share of potential customers. Check your site on a phone and a tablet. Are the buttons big enough to tap? Is the text readable without zooming? Do images resize properly?

Responsive design is not a feature you add later. It should be built into the site from the start. A good web developer will test the layout on several screen sizes during development. If you are using a content management system, choose a responsive theme or template and test it yourself before going live.

Performance and Page Speed

Page speed matters for two reasons: user experience and search rankings. A slow site frustrates visitors and makes them leave before they see your offer. It also ranks lower in Google search results, which means fewer people find you in the first place. Speed depends on hosting quality, image sizes, the amount of code on each page, and how the site is built. Compressing images, using a content delivery network, and minimising unnecessary scripts can all help.

You can test your site speed with free tools like Google PageSpeed Insights or GTmetrix. Aim for a score of 80 or above on mobile and 90 or above on desktop. If your site is slow, look at the largest files first. Often, swapping a large hero image for a smaller one makes a big difference.

Hosting and Domain

Your choice of hosting affects speed, reliability, and security. Shared hosting is cheap but can be slow if other sites on the same server use too many resources. Managed WordPress hosting, cloud hosting, or a virtual private server are better for a small business site that needs consistent uptime. Look for a host that offers automatic backups, SSL certificates, and good support.



Your domain name should match your business name and be easy to type. Avoid hyphens, numbers, and unusual spellings that people might get wrong. A .com or .co.uk domain is fine

for most UK-based businesses. If someone else has already taken your exact business name, consider a slight variation or a different extension, but keep it simple.

Accessibility

Accessibility means making your site usable by people with disabilities. This includes people who use screen readers, who cannot see colours, who navigate by keyboard, or who have limited motor control. Many accessibility improvements also help everyone. Good contrast between text and background, clear link text, and proper heading structure help both disabled and non-disabled users.

In the UK, the Equality Act 2010 requires that websites be accessible to disabled people. Failing to meet basic accessibility standards could lead to complaints or legal action. Start with the Web Content Accessibility Guidelines (WCAG) at level AA. Use alt text on all images, provide captions for videos, and make sure all functionality works without a mouse. Free tools like WAVE or the built-in accessibility checkers in some content management systems can help you find issues.

Security and Maintenance

Security is not optional. A hacked site can lose your data, infect visitors, and destroy your reputation. Use strong passwords, keep your content management system and plugins updated, and install an SSL certificate so the site uses HTTPS. Regular backups are essential. If your site is hacked, you want to be able to restore a clean version from a day or two earlier.

Maintenance includes updating software, checking for broken links, reviewing analytics to see which pages perform well, and refreshing content. A site that looks abandoned hurts credibility. Set a schedule: once a month, check for updates and fix anything broken. Once a quarter, review your content and update anything that is out of date.

Calls to Action

A call to action tells the visitor what to do next. It could be "Book now", "Get a quote", "Call us", "Sign up for the newsletter", or "Buy now". Every page should have at least one clear call to action, and the most important one should stand out visually. Do not leave visitors wondering what to do. If you want them to call, put the phone number at the top of the page and again near the bottom. If you want them to fill in a form, make the form short and the submit button obvious.

A/B testing can help you find out which call to action works best. Try different wording, colours, or placement and see which version gets more clicks. Start with small changes and measure the results before making bigger ones.

When to Add More

As your business grows, your website can grow with it. You might add a blog to attract search traffic, an online shop to sell products, a customer portal for account management, or a booking system for appointments. Each addition should solve a real problem for your customers or help you reach a new audience. Do not add features just because a competitor has them or because they sound impressive. Every extra element adds complexity, cost, and maintenance.



A good rule is to start with the minimum viable site and expand based on data. Look at your analytics to see which pages people visit, where they drop off, and what they search for on your site. That information tells you what to add next. A web developer such as

thebeeseencompany.co.uk can guide you through that process and help you build a site that grows with your business without becoming bloated.

Keeping It Manageable

The best small business website is the one you can keep updated. A site with a blog that has not been updated in two years looks worse than no blog at all. A services page that still lists old prices or discontinued services confuses customers. Choose a content management system that you find easy to use, and keep the number of pages small enough that you can review them all regularly. If you cannot maintain it, simplify it.

Your website is not a monument. It is a tool that should work for you, not the other way around. Start with what you need, test it with real users, and improve it over time. That approach will serve you better than trying to include everything from day one.