

Website Pages guide

10 Pages Every High-Converting Website Needs

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Use this checklist to audit (or plan) your site. Nail these pages and you'll guide visitors from first click to conversion—without leaving revenue on the table.

1. Home (Value Proposition)

Deliver a one-sentence promise above the fold that answers "Why choose you?" Include a clear primary CTA button (e.g., Request a Quote).

2. Services or Solutions

Break down offerings into scannable blocks—icon, headline, 40–60-word blurb, and Learn More links that lead to individual service pages for SEO depth.

3. About (Your Story & Trust)

People buy from people. Use founder photos, a concise origin story, core values, and a social-proof bar (logos, ratings). Finish with a Schedule a Call CTA.

4. Portfolio or Case Studies

Show outcomes, not just screenshots. Use the Problem → Process → Result framework and quantify wins (speed ↑, leads ↑, revenue ↑). Add a CTA banner after every 2-3 items.

5. Testimonials & Reviews

Embed Google or Clutch reviews for authenticity. Pair each quote with the project it references and a head-and-shoulders photo for trust.

6. Pricing or Packages

Transparent pricing converts. Offer three tiers (Good / Better / Best) and a Custom Quote option. Highlight the middle tier with a contrasting badge.

A Small Boutique Agency Delivering **BIG** Results

7. Lead Magnet Landing Page

Exchange a valuable resource (e-book, checklist, demo) for email opt-ins. Keep the form to 3 fields max and reiterate privacy assurances.

8. Blog or Insights Hub

Answer prospect questions, boost SEO, and retarget visitors. Structure with category hubs, author bios, and an in-post CTA banner.

9. FAQ (Objection-Buster)

Compile the top 8–12 pre-sales questions. Mark up in FAQPage schema so answers can surface in Google's rich results.

10. Contact / Get Started

One form, multiple contact methods (phone, email, physical address), embedded map, and office hours. Use reCAPTCHA v3 to keep spam out.