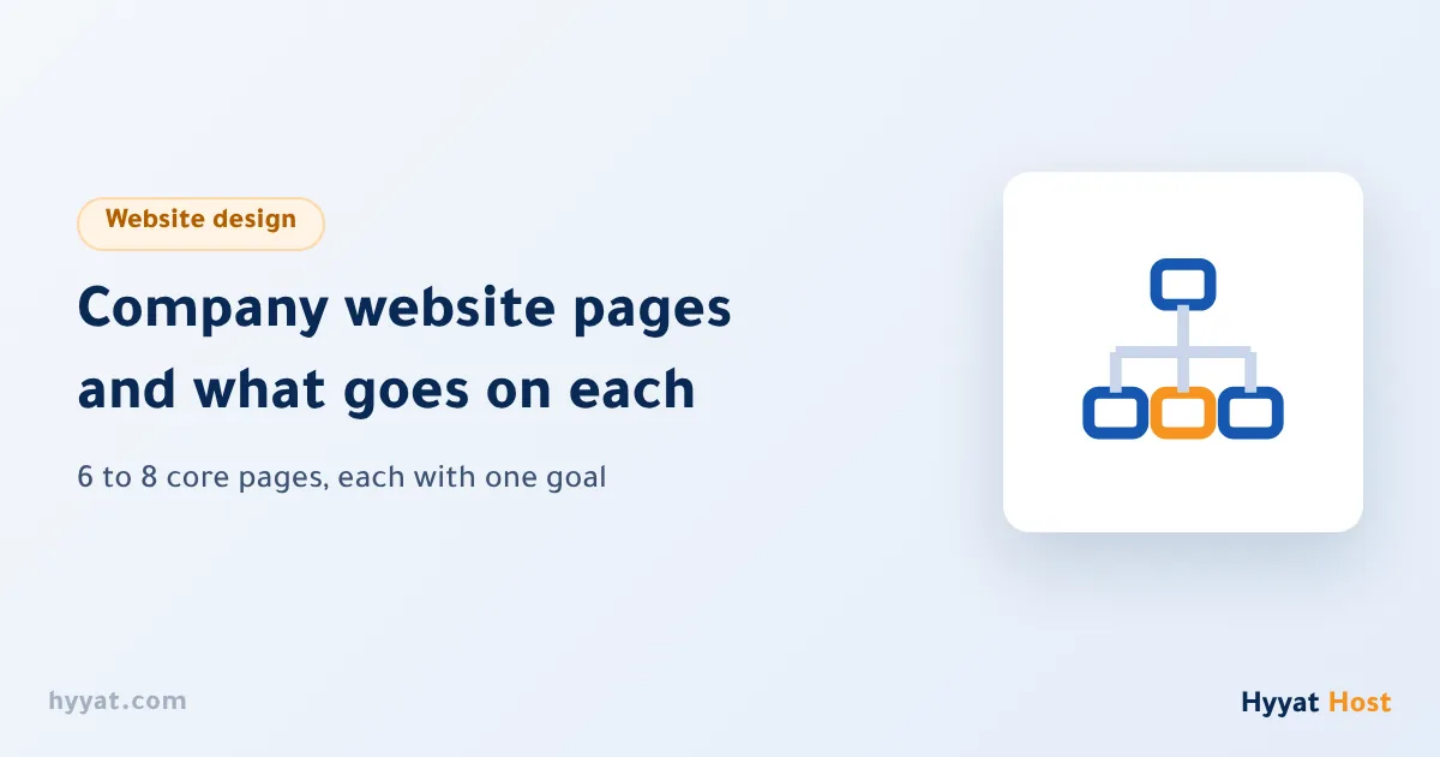
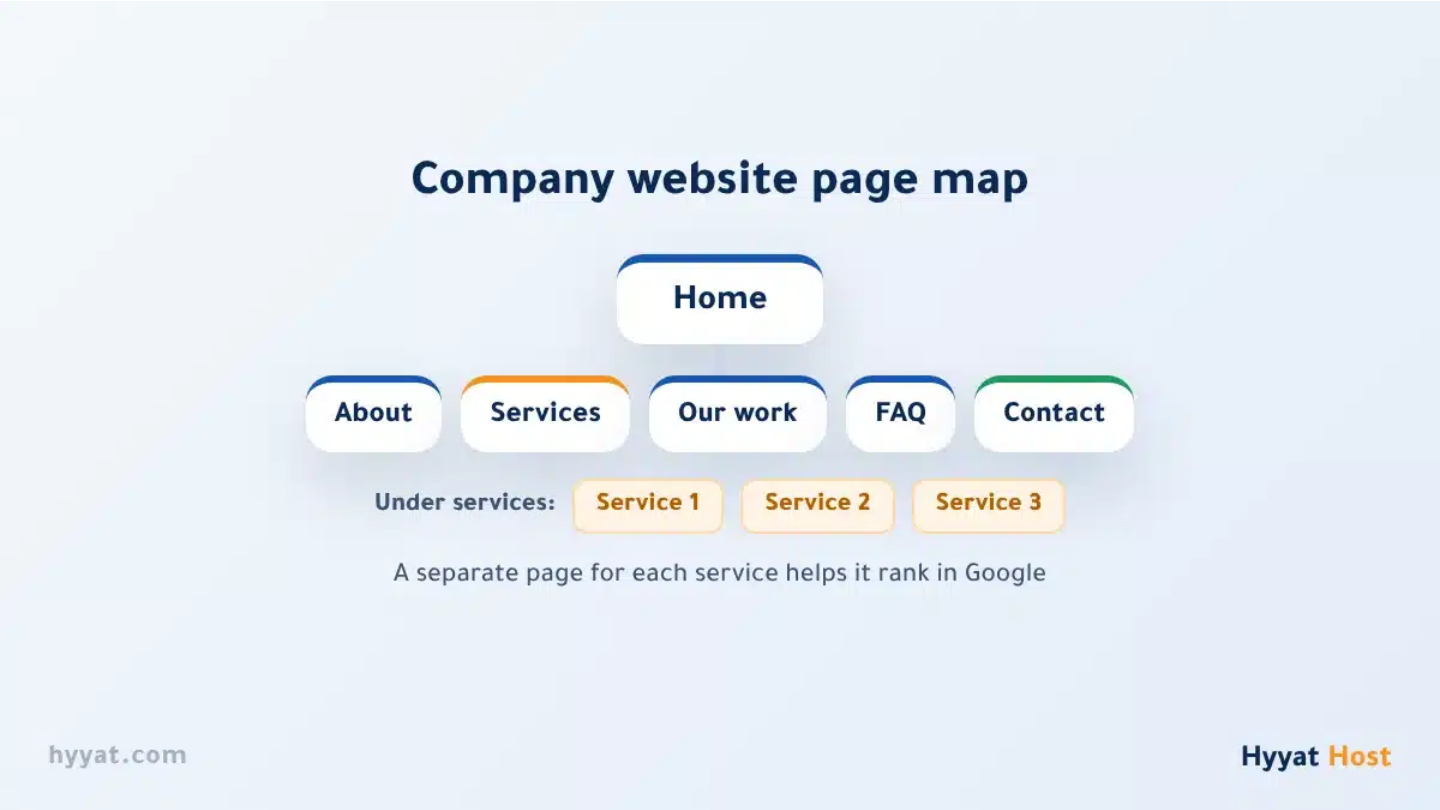
What Pages Does a Company Website Need? And What Goes on Each Page

Programming and design · https://www.hyyat.com/en/knowledgebase/company-website-pages/

In short Most company websites need 6 to 8 pages: **Home**, **About**, **Services** with a page for each important service, **Our work**, **FAQ**, **Contact** and a **Privacy policy**. Each page has one clear goal, and a separate page for each service helps you show up in Google.



The first question when designing a company website is which pages you need. More pages do not mean a better site, and too few can lose you customers searching for a specific service. Here are the core pages, what goes on each one, and why.



The core pages and their content

Page	Content	Goal
Home	A clear sentence about what you offer, your main services, why choose you, and a contact button.	The visitor understands what you do in seconds.
About	Your company story, experience, team and what sets you apart.	Build trust.
Services	A list of services with a short description and a link to each.	Guide the visitor to the right service.
A page per service	Service details, who it is for, how it works, and its own questions.	Rank in Google for the service name.
Our work	Examples of your projects with photos and a short description.	Prove your experience.
FAQ	The most common questions with clear answers.	Save your time and the customer's.

Page	Content	Goal
Contact	Phone or WhatsApp, city, working hours and a contact form.	Turn the visitor into a customer.
Privacy policy	What data you collect and how you protect it.	Needed if the site has a form or tracking.

Why a separate page for each service?

When someone searches Google for a specific service, Google shows the page closest to what they want. If all your services are on one page, it competes for every keyword at once and stands out for none. A page for each important service, with a clear title and enough content, gives each service its own chance to show up.

Tip: do not create empty or very short pages just to add more. One useful page beats three pages with two lines each.

Extra pages depending on your business

- **Blog:** if you will write articles in your field regularly, it brings Google traffic over time.
- **Careers:** if you hire regularly.
- **Request a quote:** if your services are priced per project.
- **Store:** if you sell products online, which is a bigger project than a company profile site.

Ordering the top menu

Keep the menu short and clear: Home, About, Services, Our work, Contact. Less important pages, such as the privacy policy, belong in the footer.

Example: An air-conditioning maintenance company had a single "Our services" page. After giving each service its own page, such as installation, regular maintenance and gas refill, visitors started landing directly on the page they needed.

Summary

- Start with the core pages, each with one goal.
- A separate page for each important service helps you rank in Google.
- One useful page beats many empty ones.

In our business website package you choose the inner pages that fit your business. Prepare their content with the pre-design checklist.

Frequently asked questions

How many pages does a company website need?
Most company websites need 6 to 8 core pages, then more depending on the number of services and the type of business.

Do I need a page for each service?
For important services, yes. A separate page helps the service show up in Google when people search for it.

Is a privacy policy necessary?
Yes if your site has a contact form or tracking tools like Google Analytics, because you collect visitor data.

Do I need a blog?
Only if you will write articles regularly. A blog left without updates does not help.

Related guides

- What to Prepare Before Designing Your Company Website: Content, Images and Domain
- Ready-Made Template or Custom Design? How to Choose for Your Company Website
- WordPress or Custom Development? When Your Website Needs Each One
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