

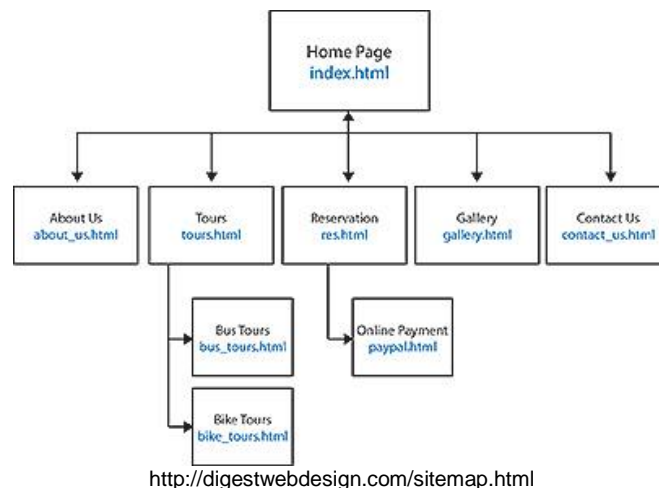
WEB DESIGN

What is a sitemap?

A sitemap is, in essence, a plan for a website.

It can be as simple as listing the pages your site will consist of to a full-featured XML sitemap. Google uses your sitemap to learn about your website, which ultimately helps them to crawl your site for content, which in turn will help your search rankings.

Our Fulfillment team uses a very basic sitemap to help to provide a structure to the website project that you have purchased. An example sitemaps look like this:



<http://digestwebdesign.com/sitemap.html>

When we prepare your information for your 5 or 10 page website project we would like you to think about the information in sections. Here is an example:

- Home
- About Us
- Services
- Gallery
- Contact

The most important consideration when planning a website is the customer experience. What are your goals for your customer when they visit your website? Do you want them to have the same feelings as when they physically walk into your store? Do you want them to “smell” the coffee brewing? Better yet, do you want them to dream of the new remodeling project they want for that space that is not quite completed in their home?

Thinking about your sitemap is an important step to building your website. Once you have that in place you can begin to think about content.

What is content?

We define content as text and photos that both Google and the general public will see. The goal is to present your business to potential customers, while making sure that your ranking on Google continues to rise.

Even though you know your business better than anyone, you may still find yourself struggling to write content. We can provide assistance with writing content that showcases your business and still considers Google's requirements! Please contact your sales rep should you need assistance with content.

Website examples

Here are a few websites we've created, categorized by number of pages.

Five Page Websites

Cafe: <http://beanjuicecoffee.com/>

Sports Bar: <http://rosiessportsbar.com/>

Produce/greenhouse: <http://jacksonsproduce.com/>

Fitness center: <http://www.ihacmt.com/>

Plumbing: <http://plumbplumbing.com/>

Ten Page Websites

Apartment complex: <http://www.livingatthecanyons.com/>

Feed/garden/landscape: <http://www.leosstore.com/>

Kitchen design: <http://www.classickitchenrefacing.com/>

Cryotherapy: <http://n2cryo.com/>

Auto repair: <http://crownpointautorepair.com/>

Larger Websites

Hospital: www.stoughtonhospital.com

Trucking company: <http://www.fcc-inc.com/>

Home remodeling: <http://stylecraftremodeling.com/>

Law firm: <http://hhg-law.com/>

Event center & catering: <http://orlandogardens.com/>