

The 8 Core Layouts for E-Commerce Companies

✓ The Homepage

Your homepage is the 'front door' of your website. It should not be designed to leave customers there, but rather lead them deeper into the website, based on where they need or want to go.

✓ The About Page

One of the most visited pages on any small business website. This is where customers learn who you are, what you're about, and vet you for values.

✓ The Contact Page

People don't fill out forms online as often as they used to. It's one of the reasons we recommend live chat on all websites - especially for ecommerce. However, you should expect some customers to reach out when they have problems, need help with returns, or are looking for support.

✓ Blog Pages

Blogging is one of the most important things you can do in ecommerce, yet is often overlooked. You not only demonstrate authority, but your blog helps build rapport with customers, demonstrates truthworthiness, and is one of the most important contributors to organic search.

✓ Blog Index

The blog index showcases all of your blogs. Typically, it is organized with the newest posts first.

✓ Product Pages

Product pages are where you showcase your products. A lot goes into making a great product page. At a minimum, though, you should have great photos and/or videos, clear pricing and shipping information, and well-written, compelling descriptions.

[Download our Product Page content brief](#) 

✔ **Category Pages**

Category pages organize products and are the main way people will filter through products in order to find what they want. Your category pages should make searching & filtering as easy as possible with high-quality faceted search. Additionally, you want great thumbnails that encourage browsing and discovery.

✔ **General Content Pages**

You need a layout for general content such as your privacy policy, terms of service, and shipping policies.

Is it time for a Super Site?

Ready to take your ecommerce to the next level quickly and affordably? Talk to a Pro to learn how!

