"The Importance of Understanding Web Page Status."   *By Neil Ford from www.elymt.co.uk*

Running, or managing an effective business website requires some basic understanding of how a website 'works'. This is not super-techie stuff, it is pretty much common sense once you recognise the 'purpose' or category of the main web page types. With this understanding, again, without having to become a website expert, you can identify site development opportunities more easily, and possibly more importantly, interpret the implications of certain site analytics stats and the impact changes might have.

In order to simplify my explanation of the pages I will use the analogy of a house to illustrate *my* understanding. Other than specific subject web pages, almost all websites utilise three other page categories:

 - The Home Page
 - Landing Pages
 - Key Pages

Home Page
The Home Page, (your front door), is usually broadly focused on the business in a general sense. Yes, there might be strong links off to products, services and key information, however, it is unlikely that there will be only one or two specific items on the page – rather a "what our business offers" vibe.
In my experience this is how it should be and search engine results would reflect this if we searched for the business name, what you do or offer, and where you are located.

Landing Pages
Landing Pages, (windows to specific, important rooms), are exactly that – pages which searchers land on in your website when they are looking for specific information, or something specific that you offer. This might be a category of service, product or information, with strong links leading out to more detailed individual items. Take another look at the BBC website or Amazon as brilliant examples of this.

When you have the purpose of the Landing Page clearly in your mind, you can review your currently identified Landing Pages and confirm that they are doing the best job they can in terms of attracting visitors, and then encouraging them to take in connected pages.

Again, when you appreciate the 'job' of Landing Pages, with a fairly basic understanding of website analytics, you can see how effective yours are and start to identify opportunities to improve visitor action and reaction.

Key Pages
Key Pages, (smaller windows, or specific, important items in the room), can have a similar role to Landing Pages, however, they are generally one step down. They can be category 'base' pages with links leading out, or they may be important stand-alone product, service or information pages which you identify as having a higher status than other similar pages on your site.

Again, once you have identified your Key Pages, you are in a much stronger position to track their performance via your analytics software, and look at appropriate adjustments to improve visitor numbers and enquiries.

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"Improving Business Website Performance"