Web Site Planning Guide

Task	Conclusion
Define Your Audience	

Define Your Audience

Describe your target audience.
How proficient is your audience at using
the Internet?

What kind of computer and browser will
your audience use?

Will the audience's age, gender, education,
income, or location affect the site design?
If so, describe how.

Define Your Goals

How will your audience find your site?

What services will you offer at your site?

What will make your site different from
others that serve the same audience?