

what will you do with your web site?

Although web sites can grow very complex, they begin with a few simple questions: What do you need from the site? What do your users need? Everything else flows from there.

determining direction

Why does your organization need a web site?

My organisation needs a website because the web is so easily accessed no matter which country the user is from. Thus, marketing is made easier. It is also to provide users with easier access to information about my organisation.

Why will your visitors need this web site?

My visitors need this web site for hassle-free access to information to my organisation and also to be able to contact us without having to travel to us.

Describe what your web site will do or be:

My web site will be an introduction to the visitors about me and also to present to them my projects just by clicking on links on my web site.

setting goals

Do different people in your organization have different goals?

Marketing says: Make it visually impressive to be able to grab user's attention to our web site.

IT says: The web site should be easily accessed with minimal graphics to enhance page loading speed.

Human resources says: The web site should be able to applicants know of our requirements.

The CEO says: The web site should be simple.

_____ says: _____

_____ says: _____

Write a mission statement for your site:

ACE Education (Site name) is a website (noun describing site), offering educational programmes (type of service) to children's (adjective describing audience) parents (noun describing audience) who want ("need" or "want") to further educate children (need filled by site).

Unlike competing sites, which (short description of competition, highlighting its inadequacies), (site name) will (verb-based purpose, distinguishing site from its competition).

What are your goals for this site?

1. To inform visitors about our services
2. To allow visitors a preview of our programmes
3. To provide visitors with contact information and location
4. To provide visitors with easier access to information of us
5. To attract more potential customers