

What is the purpose of your web site? (Site planning)

This question may sound funny, but many people don't have a clear idea of what exactly their web site is supposed to do. Remember, a fun and great looking site with many "bells and whistles" that is slow to load and very difficult to find your way around will make people leave and never come back. The main purpose of any web site is its usability and content.

Is it a commercial web site? Plan for it to be straightforward, clear and easy to get around. Find your competition and learn from them – what is it that you like about their web sites, and what doesn't work. Bring some samples of the sites you like.

What makes you stand out? Think about your business strengths, and plan to showcase them. Include a mission statement and information about your business ("About us" page), to build customer trust and confidence.

Determine what pages/sections you need, and how important each is.