Questions to Help You Develop Your Website

The best thing you can do to create a website you love is to sit down and create a clear vision of what you want and why you want it.

The following are some questions you can answer to help you develop your website. The more ideas you have to start with, the easier the process will be in the long run.

What is your purpose?

- What is the topic, product or reason for your website?
- Who is the primary audience for the website? Secondary audiences?
- What "action" do you want your website visitors to take?
- What are your goals for the website? Short-term? Long-term?
- How will you measure the success of those goals?
- Who is your competition and how will you position your product by comparison?

What do you already imagine?

- What "personality" should your website convey?
- Do you have colors or a certain style in mind?
- What types of Wordpress themes appeal to you? (Simple & Clean, Big Pictures, News-style, etc.)

What do you have to start with?

- Do you have existing materials about your website topic?
- Do you know what basic pages you want for your website? (Home, About, Contact, Blog)
- Do you have text written (at least in draft form) for your pages?
- Who will write/provide the content?
- Do the graphics already exist in some form, or will they need to be created?
- What other websites would you link to?

What features do you want?

- What domain name do you want for your website (www.sites.miis.edu/yourname)?
• For your navigation buttons, do you have a preference for top/side/multi-level, or something else?
• What do you want to include in the sidebars (such as calendar, tag cloud, search, links, text, etc.)?

After the website is running, what are your expectations?

• How frequently will you update your website with new information (and what type of info)?
• Who will update it regularly?

Then let's brainstorm the finishing touches

• What primary keywords (15-30) would your audience use to find your website? Make sure you use those words in writing your website content.
• How would you describe your focus in one short sentence? This would be good to include somewhere on the home page or about page.