



Step One: Website Preliminary Meeting

Before the preliminary site meeting, we would like you to think have these few questions ready for discussion:

1. What do I hope for my website to accomplish?
2. Who is the audience you would like to target?
3. What are the main goals of the website?
4. What are you offering to the audience?
5. How would you like your audience to interact with the site? What is their user journey?
6. What special functionality will you need to meet these goals?
7. What challenges do you have with your current site? (If you have a current site)
8. How would you measure a successful website?