

# 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?

A website allows the organization to be more well know and more spread throughout the world. It is like an encyclopedia of the company and it would be more convenient for people who are looking for such services or products that the organization give. In short, it represents what the organization does and also the image of the organization depends heavily on the website as its an international way of marketing, not just locally. The website serves many purposes, from enabling the organization to creating opportunities and answering questions and even getting ideas and survey feedbacks from people. It also allows the organization to keep on expanding.

### Why will your visitors need this web site?

The organization would not be able to attend to each and every customer at one time. Having a website reduce the amount of doubtful people with questions regarding to this and that, as there is a high probability that they will get what their questions and doubts answered by looking through the site in the FAQ section. Having a forum for the website also helps greatly, as some enthusiastic and helpful people would be able to answer and help others volunteearily.

### Describe what your web site will do or be:

In my opinion, the purpose of creating a website is to help me achieve what i want,, for let it be from advertising my organization through the net by letting other people know what my organization is doing and what products we are able to produce, to solving queries from people, one thing is for sure, what i want the web site to do for me would definitely be something related to 'making money'.

## setting goals

---

### Do different people in your organization have different goals?

Marketing says:  
Providing information.

IT says:  
Functional and interactive.

Human resources says:  
Hire less people on the team.

The CEO says:  
Do whatever in the fastest way possible.

Designer says: must look appealing.

Treasurer says: cut-cost.

### Write a mission statement for your site:

iamforced2blog.wordpress.com (Site name) is a resourceful site (noun describing site), offering free info on web design (type of service) to amateur (adjective describing audience) designers (noun describing audience) who want ("need" or "want") to get useful info on (need filled by site). web design. 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. Making money.
2. Getting lots traffic to my web site.
3. Maintaining the traffic by convincing them to visit the site again.
4. Answering people's questions.
5. Making people content and get what they want after they leave the web site.