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Website Purpose

There are different reasons to have a website. Being able to narrow down the goals of your website helps us to design a website that will effectively work for you and your business. Below are some things to think about in terms of the goals of your website, user goals and user expectations:

A. What is the purpose of your website?

- a. Get a job
- b. Make money selling a product or service
- c. Express yourself creatively

For example: If the purpose of your website is to "Get a Job" (say as a writer...)

Your Goals would be:

1. List your credentials
2. Show your experience
3. Get in touch
4. Have a section of your site for sample writing or have a blog-type site

The goals of your users would be:

1. Learn something about you
2. Buy your written work
3. Hire you for writing
4. Contact you

B. User's expectations for any website are:

- a. Site is easy to find
- b. Site is easy to navigate
- c. Content is grouped logically
- d. Site delivers the information expected
- e. Site gives concise, timely help
- f. And the big thing these days... changing, updated CONTENT

Try to write out some **Purpose** and **User Expectation** statements to guide you in determining the type of pages, the number of pages and how the pages will be presented to your viewers from your website.