



YOUR DOJO AND THE INTERNET PAWMA August 7, 2005



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Preparing Your Site

- **Arranging (or re-arranging) your content that will showcase your style, your instructors and your students**
 1. Who is the site for?
 2. What will the site do for the user?
 3. Why would the user want to come to your site?
 4. Why should the user seek you out?
 5. Where can the user find you?
 6. What recommendations do you have to encourage user to trust you?
 7. When is the optimal time to reach your target market?
 8. How will the information presented affect your user's life?

Quality Check

- **Self test prior to publishing:**
 1. Why are you building this web site?
 2. What action do you want to visitor to take?
 3. What do you want this person to get out of your site?
 4. How is it going to advance the users goals?
 5. How do you want the user to feel after viewing your site?
- **Compare your answers – if they are consistent – you are ready to launch!**