Homework for Workshop 2 – October 25

**Briefly review your website (or if you do not have a web site, consider your web presence).**

**Note: this should take no longer than 15 minutes!**

1. **What do you want to accomplish with your website?**

* Major goal
* Major goal

1. **Who are your target audiences? Be specific about demographics (e.g. age, life stage, location) or psychographics (values, attitudes, beliefs)** 
   * Describe in detail
2. **What do you want your target audience to do on your website?**
   * action to take
   * action to take
3. **What does your target audience want from your web site?**
   * Reason for visiting
   * Reason for returning to the site
4. **How well does your current web content take into consideration what your audience wants?**
   * Self-assess how well your site’s content delivers on the above