

AUDIENCE

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3 MAIN OBJECTIVES

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REASONS FOR WEB SITE

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WHAT DO YOU WANT PEOPLE TO DO WHEN THEY VISIT YOUR SITE?

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HOW MUCH DO YOU WANT TO SPEND?

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PAGE TITLES

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

TEXT - This is the content of your website. This can be provided on a separate page(s) in an email or on the internet.

COLOR SCHEME

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PHOTOS – Either photos that you have or ideas of what you want

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GRAPHICS - Logos, etc.

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WEBSITES THAT YOU LIKE - Websites that have ideas or content that you would like your site to have

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