

Use this worksheet to establish the goals and strategies necessary to create (or update) your web site.

**What is the primary reason for you to have a web site?**

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**What image do you want to project?**

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**How much visitor involvement do you desire?**

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**What action do you want your site visitors to take?**

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**What type of value will you provide?**

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**How will you promote your site?**

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**Who will follow up requests for information, etc?**

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**How will you keep your content fresh?**

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**How will you measure the success of your site?**

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