



□ Understanding the Visitors to Your Website

A website without visitors is pointless. You need to identify with your target audience (the people you want to visit your website) to ensure they don't leave straight away. The design and content of your website need to be geared towards your target audience.

You will need to ask yourself lots of questions about your target audience and know as much about them as possible. For example:

What age group are they in?
Where are they based, where do they live?
What kind of computers do they use?
What other websites do they visit?
Why would they want to visit your website?

□ Another good method to use is:

Talk to some potential customers and ask them the questions above.

Once you have got a clear picture of who your target audience is, you need to think about how to use this information to your advantage. You need to use this to achieve the goals you've set out for your website.

For example if you were planning a business website then you would want the visitor to use your services or to buy something from you now or in the future.

□ How do you get your visitors to do what you want?

You need to ask them and make it plain and simple for them so that they understand what it is you want them to do. There's no point in asking your visitors to purchase something from you or use your services if they don't understand what you are trying to get them to do. Everything on your website needs to be clear and easy to follow.

Your whole website from the design to the content should be focused on getting your visitors to contact you.