# Developing the structure and content of your site

## Who is your audience?

Primary

Secondary

Tertiary

## What are their goals?

What do they need from your site?

## What are your goals?

What do you want them to do while/after visiting your site? What do you want them to understand?

## Does your site match these goals?

Do the pages that you have meet your goals and your audiences’ needs? Is there material in another format that needs to be added? Is there content that needs to written? (Images created, etc.) What content is out of date or irrelevant?

## Additional Questions to Consider

* What are the short- and long-term goals?
* What’s the business plan? What are the politics?
* What’s the schedule and budget?
* Who are the intended audiences?
* Why will people come to the site? Why will they come back?
* What types of tasks should users be able to perform?
* How will content be created and managed? And by whom?
* What’s the technical infrastructure?
* What worked in the past? What didn’t?