



Brainstorming questions to help narrow your website focus

- Five words to describe your website / business
 - Five words to describe your brand
 - Colour or colours that express your brand
 - What images depict your brand?
 - Do you have a logo? Do you need one?
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- What information are you going to put on the site?
 - Who are you writing for?
 - What platform do you use?
 - When do you post a blog or news item?

About You

- What's your one line pitch for your homepage?
- One paragraph bio to sit at the top of you About page.
 - What are your bio highlights?
 - Why should a reader stick around?

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