**Things to consider when setting up a website**

* + List 5 reasons or goals as to why I need a website
    - 1.
    - 2.
    - 3.
    - 4.
    - 5.
  + What are the top 5 reasons someone would visit my website?
    - 1.
    - 2.
    - 3.
    - 4.
    - 5.
  + What is the feeling you want your website to convey? Describe it.
  + Do you have a brand? Brand colors? A logo?
  + Find websites that you like and that inspire you and list them here.
    - 1.
    - 2.
    - 3.
    - 4.
  + Do your competitors have websites? What are they?
    - 1.
    - 2.
    - 3.
  + Do I want to be able to plug in and change info myself after website is done?
  + Will you sell things? How many things?
  + How will I get paid for products/services purchased? PayPal? Stripe? Venmo?
  + Choosing your domain name
  + Buying your domain
  + Who will be your webhost?
  + Content
    - About
    - Opt-Ins
    - Blog
    - My story
    - Learning
    - Upcoming Events
    - Services
    - Testimonials
  + What kind of phrases or keywords would someone use to search for my product or service?
  + How will I capture emails? MailChimp; Convertkit? Kajabi?
  + Type and Quality of photos to be used
    - Cover photo
    - Digital products
    - Possible related physical products
  + Do you need a sales page for opt-ins
  + What kind of action do I want them to take?
    - Subscribe to an email list
    - Follow me on social media
    - Share on social media
    - Call me
    - Fill out a contact form
    - Schedule an appointment
    - Register for an event
    - Purchase a product or service
    - Fill out a survey
    - Request customer service
    - Request information
    - Join a private Facebook group
  + What other costs are involved?
  + What about online security and being visible to other countries?