**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?