Target Audience

<http://www.shire.net/learnwebdesign/target.htm>

Probably the most important decision about your site will deciding what people you want to attract, i.e. your target audience. Your site can't do everything for everybody. You'll have to focus on the people who are most important. Everything about your site should be designed to bring those people to your site and to keep them coming back. As you characterize the visitors to your site, consider the following.

bullet Age

bullet Sex

bullet Religious aspects

bullet Ethnic backgrounds

bullet Economic situations

bullet Computer and modem equipment they will likely have

bullet Applicable jargon or buzz words that your visitors will likely (or won't) know

bullet Geographic locations

bullet Interests and hobbies

bullet Their needs and reasons for coming to your site.