**Project Milestone: Site concept**                     **Name: _Ben Hermes_____**

1.  In three sentences or less, what is the ***theme/purpose*** of your website?  Other ways to think about this:
    a. Why will people visit your site?
        b.   What will they learn when they visit your site?
        c.   What do you want to say to them?
        d.   My site's theme/purpose is to tell about clash of clans.

    e.

2.  Who is the ***audience*** of your website?
        a.   My audience is people who like clash of clans

3.  What is your site's ***tagline***?
        a.   My site's tagline is "The Clasher's Guide"
        b.   Clear and informative…is not vague
        c.   Tells what sets your site apart…is not generic
        d.   It is great if it is personable, lively or clever