

Project Milestone: Site concept

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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 provide my students all they need to be successful in my classes.

To learn about the upcoming world cup and the teams that are playing in it.

2. Who is the **audience** of your website?

- a. My audience is my students (not their parents)

Sports fans (specifically soccer fans). Those who want more information about the world cup.

3. What is your site's **tagline**?

- a. My site's tagline is "mr.T's classes"
- 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

"World Cup Preview"