**Project Milestone: Site concept**          **Name: _____**

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.

   > My sites theme is to inform athletes contemplating decathlons information about events and physical requirements of each.

2. Who is the ***audience*** of your website?
   a. My audience is my students (not their parents)

   > Other athletes and potential athletes

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

   > Decathlon the training of the greatest