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 purpose is to inform people all about soccer.

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

    My audience is people who love soccer

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

    Everything soccer