10 Essential Questions to answer when you are ready to take your site to the next level!

1. What are my goals for my website?
2. How do I expect people to find my website?
3. What do I want people to do when they visit my website?
4. What niche does my business serve that sets it apart from my competitors and how can I leverage that through my website?
5. What will keep people coming back to my website?
6. What keywords do I expect people to have searched for when they click through to my website?
7. Is my website currently ranked in the search engines?
8. How can I use social media to help with my website?
9. Should my site be set up with a shopping cart?
10. What colors, images or logos do I have that can be applied to keep my BRAND in front of people?