Before you start building your web site, there are a few things you should consider. A well planned web site is much more likely to attract and keep it desired audience, and more likely to achieve its objective.

You must have an understanding of what your web site is to accomplish and what its purpose is.

You must know who your target audience is and how to appeal to them.

The content for your site should be organized and revised according to the needs of your target audience.

Finally, the structure of the site should be established.

One of the most important parts of web design is knowing who your target audience is and how to customize your site to appeal to them. Not everyone is going to be interested in the information your site provides, however there will be some groupings of people that will your information appeal to. Knowing how to identify these groups and appeal will help your web site's chances of being successful.

Age

Economic Background

Race

Religion

Sex

Interest

Geographic Locations