

Site Planning Questionnaire

Who is the target audience?

My target audience is the Pagan community in the Central Arkansas area and surrounding areas in Arkansas.

How can I tailor the web site to reach that audience?

With our specific part of the Pagan community, members sometimes have trouble finding groups and events that they would be interested in. Having items like a community calendar and links to other groups would attract people to the website and give them a good resource for things they are looking for.

What are the goals for the site?

To build an online presence with a community calendar, external links to other groups and sources in the surrounding areas, and an option for chatting with other members of the community.

How will I gather the information?

I have already spoken to the members of the community and they are telling me that these are the kinds of things that they need. I will be following that up with research on the different groups, stores, events, etc. in the surrounding areas.

What are my sources for multimedia content?

Most of the groups/stores/etc. That I want to include groups that already have a presence on Facebook and/or other social media platforms. I would like to compile these into one area of the website. I also want to utilize a blogging format and our own YouTube channel.

What is my budget?

As I am in the role of public servant, my is my time.

How long do I have to complete the project?

My completion date is 11 May 2021.

Who is on my project team?

I am the only member of the team.

How often should the site be updated?

The site should be updated 3 times a year.

Who is responsible for updating the site?

My co-organizer and I are responsible for the site.