**Your Personal Site Content**

**Why will people come to your site?**

**Start importing**

People will come to my site to find mor information about imports and how can they start doing this.

**Process**

They will find information about all the principal process they have to do in order to be able to import what they need to their country

**Important concepts**

Also, they will have a complete knowledge about the important concepts, words, papers, where they can find good sellers, etc…

**What questions will your visitors expect your site to answer for them?**

Probably, they will have questions about:

-What do I need to do to import?

-Where can I find the products?

-How much money do I need to start importing?

-What are all the process that I must go through?

-How do I know if they are reseller and wholesaler?

-Is it better to ship by sea or air?

-Do I have to know English to be able to import? (Spanish audience)

-What concepts do I have to learn?

**What types of activities will visitors want to complete on your site?**

**Whole process of learning**

They would like to have a way to learned what they want to do, in my case, I want to have a course where they can have videos, questions, exams, a place to ask question, everything what they need to know from the beginning.

**What information is necessary to complete any actions your site offers?**

**Organized information**

First of all, I must have all this information to be able to construct a website where people can come and find the information needed.

**Page structure**

Second, I have to define very well how the structure of every page should be.

**Videos, concepts, process**

Third, I need to create explanatory videos about the important concepts, these videos must be accurate, with good content, graphic animations that explain certain processes clearly and a suitable environment where they are recorded. (These videos will probably be recorded later when I have the page created and well organized.)

**Why will your visitors come to your site instead of another to get this information or complete the actions?**

**Unique**

I know there is a lot of competition about this topic, but I intend to have the best page and content so that people can learn with clarity, have a nice visual that allows them to concentrate on what they are learning. Have a good follow-up system that allows them to see where they are and how far they are from finishing, knowledge tests, so they can be sure they are learning well.