* Why will people come to your site?

To learn more about my skills and view my portfolio of my work that I have designed and hopefully contact me to discuss future design projects for them. People will visit my site because it will demonstrate my professional skills and expertise and showcase my experience in numerous design themes.

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

I expect visitors to be able to find information about what I can create for them. For example, creating logos, illustrations, web designs, advertising and marketing designs, packaging design, game design, branding, including layout, color palette, and typography.

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

Visitors will want to be able to gather information, leave reviews, book appointments, read blog posts, be able to comment on posts, subscribing to email updates, FAQ’s, Finding my contact information, About myself and my background, requesting quotes, steps to educate visitors on how I can help them with their graphic design needs for business or personal.

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

First research my target clients, how much do they want to spend on marketing their business. What is the industry, design, types of content text, images, videos, maintence and support

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

My site will be user friendly, easy to navigate and visually grab the client in with high quality images. Make it easy to navigate on mobile devices. My website content will be tailored for those looking for insights on how I can create what they need for their business. Also marketing my site on social media and high-ranking search engines to build likes and more awareness to what I do and how I can help others personalize their own sites to build awareness to their company. I will make sure all the content is up to date and targeted towards the audience that I am trying to attract for future dealings.

My Main page (About me and this website)

This page is about explaining what I do and the designs I create for people.

About my portfolio (About page 2)

This page is designed to display some of the designs that I have created in the past as well as custom logos that I can create for potential clients. Sharing examples of your work can help clients understand what you can do as well as help them choose a design they would like to use for a base. I plan to focus on making this section easy to navigate as well as make sure that my web page flows well leading from the beginning to keep my future client’s interest in my designs instead of losing it due to the web page being cluttered and unorganized.

Set up an appointment (About page 3)

The purpose of this page is about getting in contact with me to learn more about custom designs and discuss other services that clients would want. Setting up appointments can affect a client's trust in your business as well as help gain good reviews that could attract more clients in the future. Maintaining good communication also helps me understand what my clients are looking for in a design as well as preventing situations that could occur from not asking questions. Miscommunication can cause many problems in this industry such as changes that were not wanted, so I aim to prevent it by contacting my future clients frequently and sharing my progress with any designs they commissioned as well.