* Why will people come to your site?

People will come to my site to see if there are any places they could contact to do dirt work for either construction or maybe home

* What questions will your visitors expect your site to answer for them?
* What types of activities will visitors want to complete on your site?
* What information is necessary to complete any actions your site offers?
* Why will your visitors come to your site instead of another to get this information or complete the actions?