**Purpose.**

The people will come to my site because of the offer of have a good presence on the web for their business, I think that the people could want to know what formats can give them a good presentation and what services they can offer to their costumers and how it can benefit their business.

**What to show.**

The site will answer about the benefits of having an attractive presence on the web and the opportunity to show all their catalog of products and services to the interested customers.

**Samples.**

The people will be able to see samples of webpages for other business and how they can be benefit from the capacity of getting orders online from their costumers and to promote their strategic products and offers, also updating their web frequently for maintain the interest of the public.

**Customizing.**

The information needed is about what kind of business can be helped by this kind of web and what public is the most interested in what they offer and how they use web or internet.

**Services and Marketing.**

The people will visit this page if the design is appealing and looks like they want to look for their customers and they will appreciate the information and examples about the services and marketing strategies that they can implement with the support of a great web for their business.

**Hooks.**

The site must be capable of catch their attention and show the strengths of the service of creating custom webs especially design for them with their customers needs and desires in mind.