# Web Design Steps

* **Determine the intended Audience**

The colors, images, and layout should be tailored to the *preferences of your audience*. The type of site content (reading level, amount of animation, etc.) should be appropriate for your chosen audience.

* **Determine the Goals of the Site**

Some common goals of web sites are: to be informative, to create a personal home page, to establish a corporate web presence, and to do business in e-commerce.

* **Determine the General Content and Create a Site Map**

The Site Map is sometimes called a Storyboard. Common or organizational structures for Web sites are: hierarchical, linear, and random.

* **Sketch a Tentative Layout Page**

*Be consistent* in your overall layout- color, typefaces, logo location, navigation bar, etc. Plan your Home Page Layout to avoid scrolling. Plan your Content Page Layout to be consistent, with easy navigation.

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