

# Homework for Websites 4 Small Business

## *1. Describe three ideal customers/clients*

What kinds of customers/clients do you want to attract? Describe three ideal ones -- such as their . . .

age, gender, socioeconomic background, educational level, where they live/work, anything else relevant to your business (eg, do they have kids)

and especially:

- a) What problems do you solve or prevent for them?
- b) What results do they want that you get for them? (eg, luxuriant green lawn, taxes paid on time, computer running flawlessly)

Use your customer/client's own words, insofar as you can, to describe how your services or products have helped them.

[**Why do I ask?** This helps me visualize your audience/viewers. It also helps you target your marketing messages more effectively.]

## *2. Examples of websites*

Show me:

- 5-6 examples of websites that you **like**
- 3-4 examples of websites you **don't like**
- 3-4 examples of **competitor's** websites

On these, I especially need to know **what you like** about them, what you **dislike**, what you think is **effective** and therefore want to emulate on your own site, **or not effective** and therefore want to avoid.

Include comments about color, layout, specific features, kinds of information offered, and anything else that strikes you as important.