

1. You need to establish goals.  
The goal is to attract tourist to Voss, both from Norway and other countries.
2. Who is your audience?  
The audience is people who are planning to travel.
3. What is your brand's image?  
Voss is a small town known for extreme sports, beautiful nature and it is a shopping- and school centre for a large area.
4. Solve the problem.  
Make a website that attracts visitors and makes them want to see all the different sides of Voss.
5. Measure your result.  
The number of visitors to the site and how much time (clicks) they spend on the site would be a way to measure how well the site is doing.
6. Always look for little improvements.  
Change the background picture with different seasons.  
Add activities, make sure they are current.