



Canadian Farm Business
Management Council

“Winning Websites: Using the Internet to Grow Your Business” Presented by Jane Eckert

Purpose of the Website

1. To attract people from further distances
2. To attract new customers
3. Provide a link to local and state tourism and ag associations
4. Provide regular information for good customers
5. Announce special events, ripening schedules, etc.

What are people searching for through websites?

Day trips	Pumpkin farms
Family outings	Hunting trips
Farm lodging	Visiting a local winery

Who is your audience?

Young families	Single adults
Mature adults	Adventure seekers

What do you want to tell them?

- Visiting your farm will be a good experience
- Your business is unique
- Great place to bring the family, get back to nature etc.

What do they want to know?

Hours of operation	Address & phone number
Directions	Types of activities
Ripening calendar	Times of Events
Costs	

The Technical Stage

Domain Name Registration
www.godaddy.com

www.register.com

Webhost Provider

Computer Software

Microsoft Office: FrontPage
Adobe Photoshop

DreamweaverMX 2004
Dreamweaver Studio MX

The Development Stage

Masthead

Navigation

The Design Stage

Content

Photography

Layout

Putting your web address to good use

Publishing your web address

Everywhere customers see your name, they should also see your web address.

Every newspaper ad
Every coupon
Every brochure and flyer

Your radio ads
Your shopping bags and boxes
Your billboards

Increasing your hits – Link or list on other relevant websites

Keeping your website up-to-date

Finding hired help

Internet Terminology:

Important terms for understanding the web

Internet: Literally a network interconnecting computers of all sizes, all over the world.

WWW (World Wide Web): The original internet was all government, military, and academic users. Most documents were text, algorithms and numbers. When they started making graphic websites, they named it the World Wide Web.

Domain Name: The unique, registered name for a website. There is a world wide registry for domain names so that no two websites in the whole world may have exactly the same name.

Browser: This is the software on your computer used to look at the World Wide Web on the internet. Your computer is connected to the internet with a phone line or cable, but it needs some kind of software that can interpret the signals or language used on the internet. (Most commonly, we see “http”, which means “hypertext transfer protocol.”) That software is called a browser. Most people use Microsoft’s Internet Explorer, Netscape or AOL. (Note: there are more than 30 different browsers or versions of browsers, and each one interprets the http a little bit differently.)

IP Address: Instead of name, this is a number assigned uniquely to your website, as defined in IP (Internet Protocol). This was fine when it was all govt and military. e.g.67.15.133.20 (farmwebsdesign)

URL (Universal Resource Locator): The URL is another term referring to the domain name. The full URL is the complete locator for the website, such as: <http://www.eckertagrimarketing.com>

Search Engines: Search engines are software programs that probe your website to analyze the content of your website and then rank you relative to other sites the program believes to be about the same content. These electronic probes are called “spiders” because they are crawling all over the World Wide Web. To achieve a higher ranking, choose your keywords very carefully. The goal is to think of what words most people would put into a search engine to find the information you offer.

Internet Service Provider (ISP): The ISP is your connection to the Internet.

If you envision the Internet as the giant superhighway of information, then the ISP is your toll booth and on-ramp. The ISP provides you access to the World Wide Web and usually one or more email accounts.

Most people using the Internet pay as ISP a monthly fee for access to the Internet.

Parked Domain: A parked domain is a registered domain that has been programmed or “parked” so that it redirects to another domain.

Parked domains allow the web designer to direct several different domain names to a single website.

Webhost: The companies which provide and maintain web servers for websites are called webhosts.

For a **monthly or annual fee**, the webhost stores and “serves” your website.

Server: A server is a high speed, high volume computer that is connected to the Internet at all times, managed by your webhost.

The server “serves up” your information any time someone types in your domain name to request information--that is it uploads your webpage files to the guest’s computer for viewing.