



# Websites for Beginners

April 12<sup>th</sup>, 2016 - Leigh Newman-Bell

*"Websites promote you 24/7, no employee can do that"*

The following questions will help you focus your time and energy to build a website that works for your farm business. These questions are meant as a starting point to get you excited about creating your own website!

# Agenda

- Where you're at?
- Why do you need a website?
- Questions to ask yourself before beginning
- Website set up tutorial
- A few words on design
- Getting people to your website



Do you currently have a social media site like Facebook or Instagram that you use to promote your business?  
What other web-based platforms do people use?

What are you doing now?

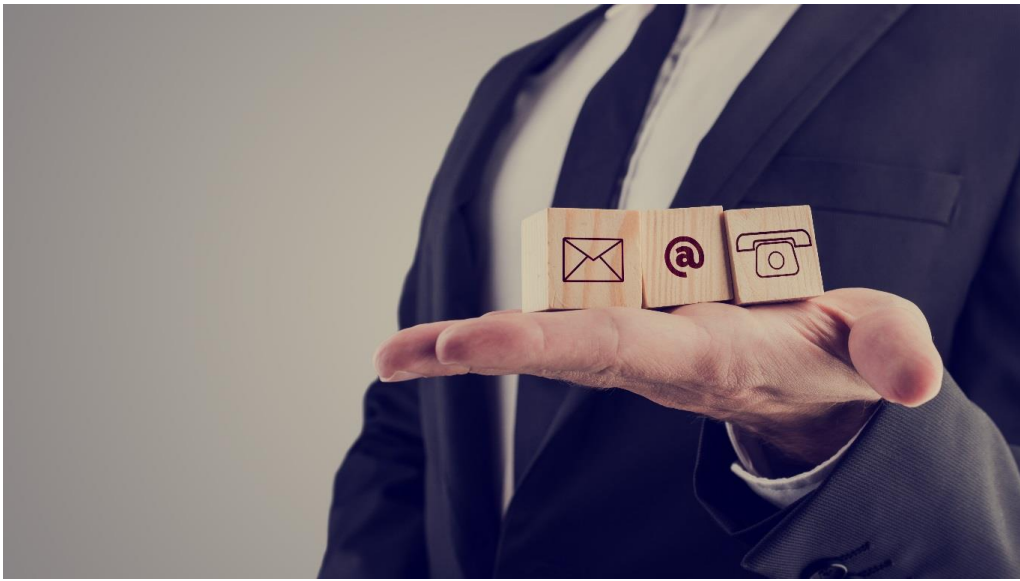


Before starting a website it's a good idea to ask yourself why it is important and to be intentional about the process. Why do you think a website will improve your business? What motivated you to come to this workshop?

## Why do I need a website ?



# Why you need a website?



- Professionalism and Credibility
- Target a wider market
- Building relationships
- Improves customer service
- Affordable advertising

Once you've invested the time to make a professional website, people believe that your business isn't going to disappear tomorrow.

A website will help you virtually share your business with customers you are not able to interact with at the Farmers Market

For example, relationships with customers, CSA subscribers, potential lenders, etc.

Can answer questions your customers have and showcase your values as a business owner

Some websites can be as cheap as \$20/year

# Questions to ask yourself before beginning

- Should I create my own website or outsource it?
- What is my budget?
- Who should manage my website?
- What is my biggest goal?
- What objectives will help me reach my goal?

This is the most important part of your plan. Think back to your reason for having a website to help develop a goal. Try to be more specific than just saying “increasing sales” if you can.

Let's say your goal is to start wholesaling your product. Your objectives might be:

- 1) To build a website that is professional in appearance
- 2) Has easy instructions for wholesale customers
- 3) Captures your story and sets you apart from other wholesale competitors

# Essential Pages

- Home Page
- About Page
- Contact Page



Don't forget the contact page. You do not have to put your cell phone number here, but make sure there is at least a space for a customer to send you an email. Make sure you include contact channels that you will actually check (ie. If you never check your email, do not include this on your contact page)

# Developing Content

Home	About	Product/Services
Contact	FAQs	_____

Each box in this chart represents a different page of your website. This chart represents a roadmap for your actual website. Under each heading you can write notes about what content you would like to include.



# Content Example

<p>Home</p> <ul style="list-style-type: none"><li>• Highlight CSA, organic certifications, etc.</li><li>• Photos of my farm, crops, table at PPM</li><li>• Call to action – come see me at the market!</li></ul>	<p>About</p> <ul style="list-style-type: none"><li>• History of my farm</li><li>• What inspired me to start my business</li><li>• List of crops grown</li><li>• Members of my team</li></ul>	<p>Product/Services</p> <ul style="list-style-type: none"><li>• High resolution images of crops/farm</li><li>• Pricing</li><li>• Delivery information</li></ul>
<p>Contact</p> <ul style="list-style-type: none"><li>• Location of my farm</li><li>• Map of where to find me at the market</li><li>• Basic contact info (phone number, email address, etc.)</li></ul>	<p>FAQs</p> <ul style="list-style-type: none"><li>• Am I organic, no spray, etc.?</li><li>• Do I offer wholesale pricing?</li><li>• Do I ship out of state?</li></ul>	<p>Customer Testimonials</p> <ul style="list-style-type: none"><li>• Quotes from satisfied customers</li><li>• Pictures of bouquets, dishes cooked with produce, etc.</li></ul>

## How to? (Example WIX)

<http://editor.wix.com/html/editor/web/renderer/edit/4804af27-3edf-43b9-b11d-674ff0699201?metaSiteId=637cfdeb-c70a-4dd4-a2c2-fcc7514a1783&editorSessionId=2DF8F986-FB14-4647-A3B2-E162D518FDC6>

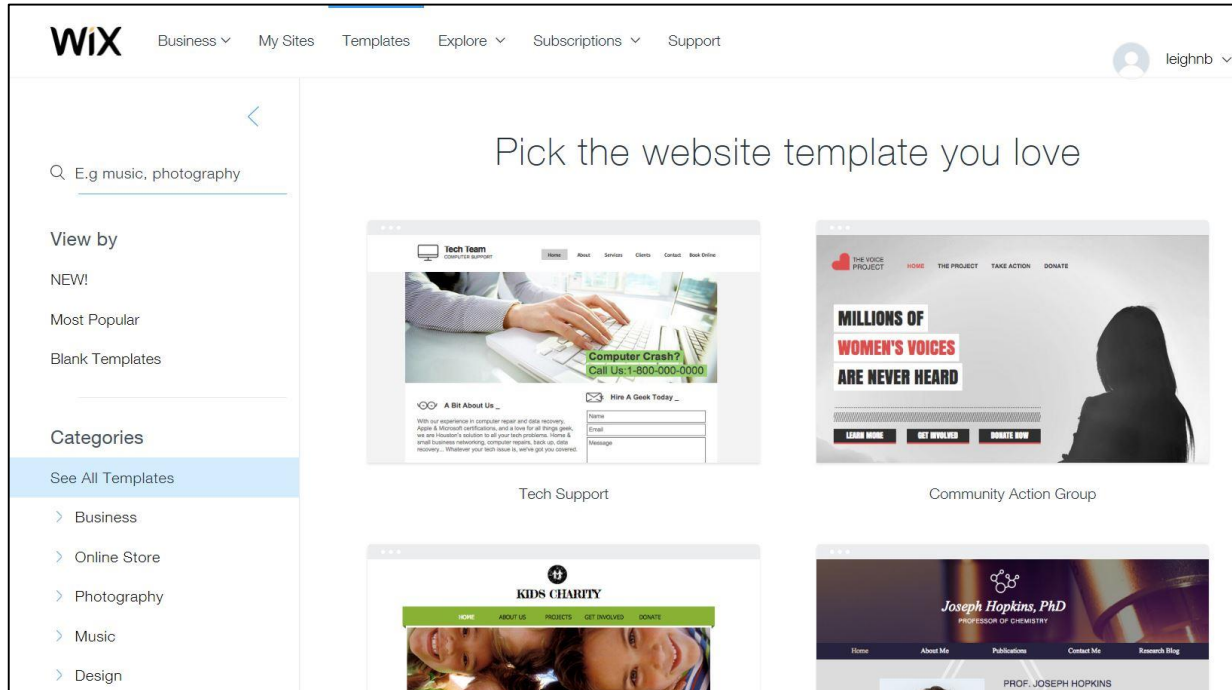
# Set up a WIX Account

The image shows a screenshot of the Wix website's sign-in process. A modal window titled "Sign In" is centered on the screen. The modal contains the following elements:

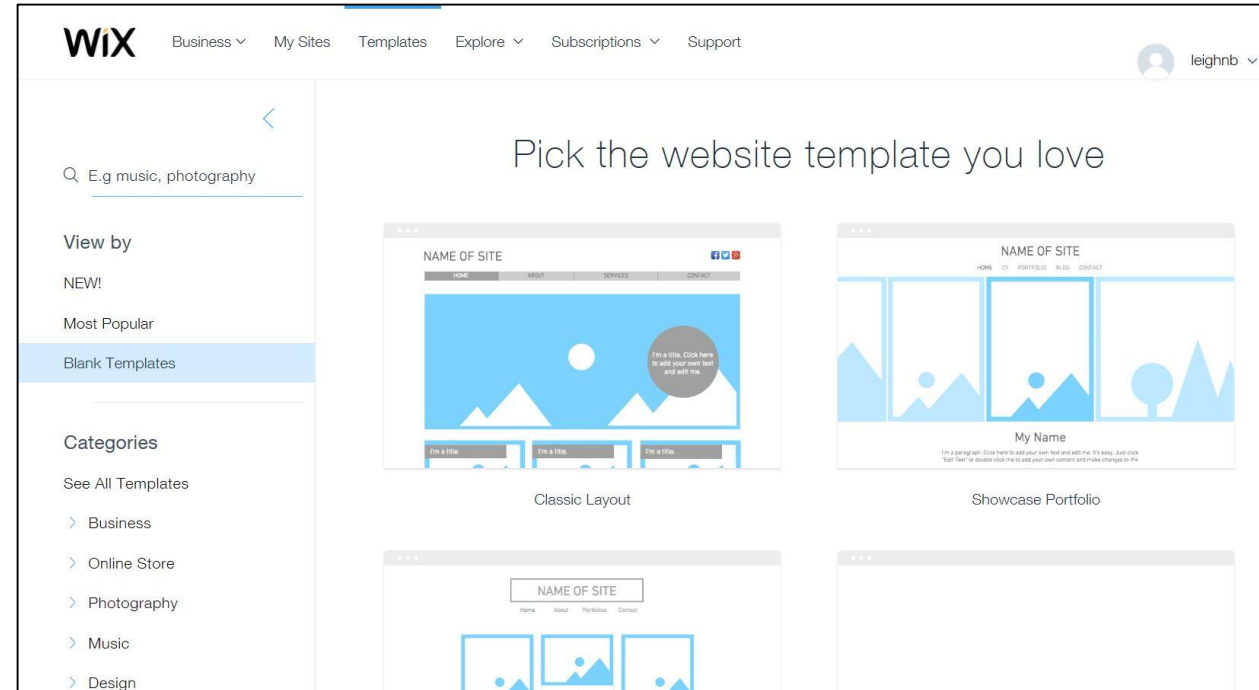
- Wix Logo:** Located in the top left corner of the background page.
- Navigation:** Links for "I Need a Site for...", "My Sites", "Templates", "Explore", "Subscriptions", and "Support" are visible in the top navigation bar.
- Sign In Button:** A button labeled "Sign In" is located in the top right corner of the background page.
- Sign In Modal:**
  - Title:** "Sign In" with a close button (X) in the top right corner.
  - Email Field:** A text input field with a blue border. Below it is the placeholder text "e.g. yourname@gmail.com".
  - User Type Selection:** Two radio buttons: "I'm a new user" (unselected) and "I'm an existing user" (selected).
  - Password Field:** A text input field with a grey border labeled "Password".
  - Remember Me:** A checked checkbox labeled "Remember me".
  - Forgot Password:** A blue link labeled "Forgot Password?".
  - GO Button:** A large blue button with the text "GO" in white.
- Social Login:** A section titled "Click below to sign in using your social account" with two buttons: "Sign in with Facebook" (with the Facebook logo) and "Sign in with Google" (with the Google logo). The word "or" is placed between these two options.

In the bottom right corner of the background page, there is a navigation link: "> WHAT KIND OF SITE DO YOU WANT?".

# Choose a template



Premade Templates



Blank Templates

You can choose a premade or completely blank template depending on how much control you want over the design.

# Start Page

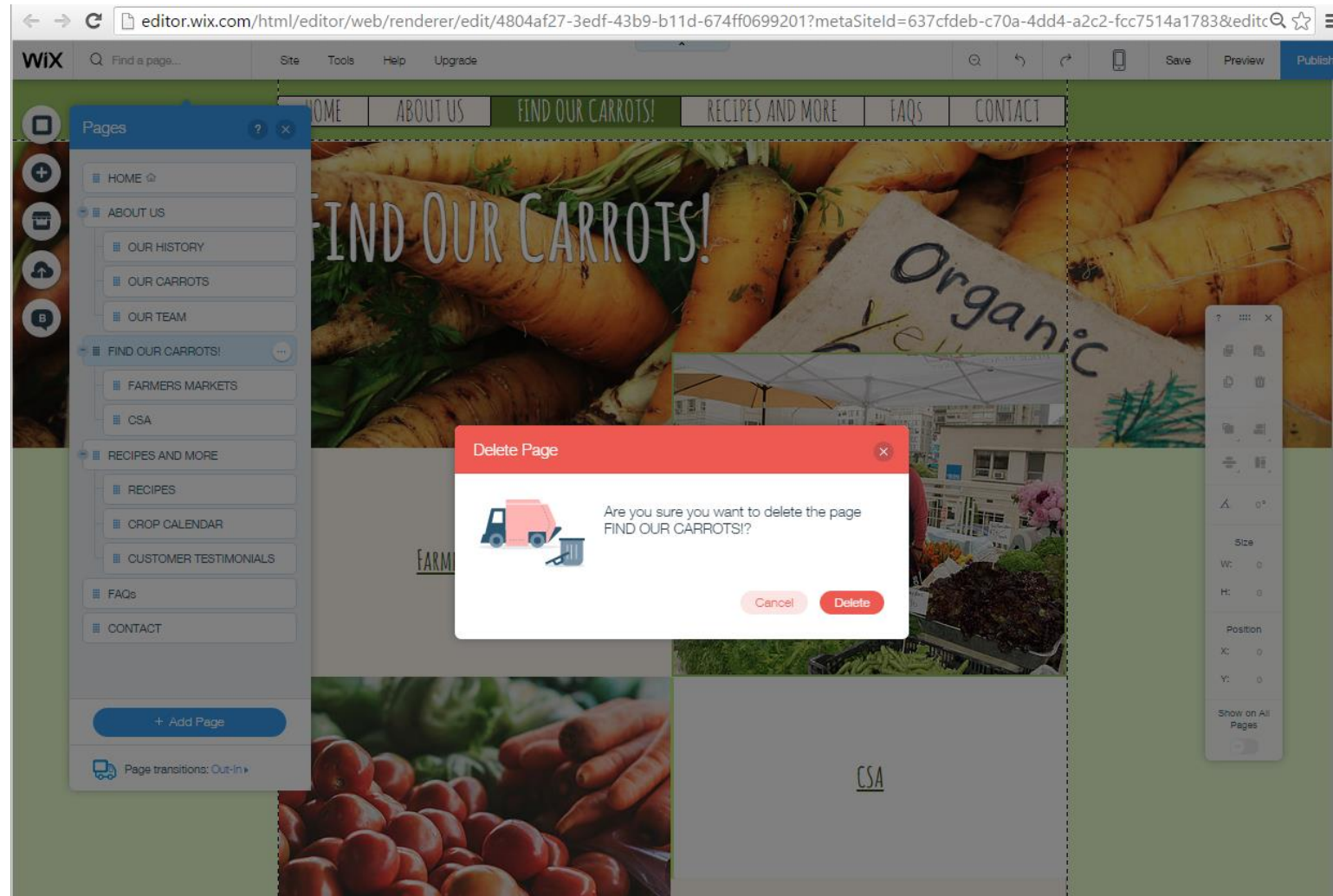
The screenshot displays the Wix website editor interface for a page titled "Start Page". The browser address bar shows the editor URL: `editor.wix.com/html/editor/web/renderer/edit/4804af27-3edf-43b9-b11d-674ff0699201?metaSiteId=637cfdeb-c70a-4dd4-a2c2-fcc7514a1783&editc`. The Wix logo and navigation menu (HOME, ABOUT US, FIND OUR CARROTS!, RECIPES AND MORE, FAQs, CONTACT) are visible at the top. The main content area features a large image of carrots with the text "CARROT VALLEY FARM" and "SUNNYSIDE, WASHINGTON SINCE 1994". Below this, there is a paragraph of text: "We cultivate organic, unusual, and old fashioned carrots." followed by a "Visit the Farm" button. To the right, there is a "Join Our CSA!" call to action with a "Fresh produce delivered from our farm to your home weekly" message. At the bottom, there is a "SUBSCRIBE FOR UPDATES" form with fields for Name, Last Name, and Email, and a "Subscribe Now" button. A "Pages" sidebar is open on the left, showing a list of pages: HOME, ABOUT US (with sub-items: OUR HISTORY, OUR CARROTS, OUR TEAM), FIND OUR CARROTS! (with sub-items: FARMERS MARKETS, CSA), RECIPES AND MORE (with sub-items: RECIPES, CROP CALENDAR, CUSTOMER TESTIMONIALS), FAQs, and CONTACT. A "Properties" panel is visible on the right, showing settings for Size (W: 850, H: 1194), Position (X: 0, Y: 76), and a "Show on All Pages" toggle. A blue arrow points to the "Pages" sidebar icon in the top left corner.



# Add/Delete/Hide Pages

The screenshot displays the Wix website editor interface. At the top, the browser address bar shows the URL: `editor.wix.com/html/editor/web/renderer/edit/4804af27-3edf-43b9-b11d-674ff0699201?metaSiteId=637cfdeb-c70a-4dd4-a2c2-fcc7514a1783&edit`. The Wix logo and navigation menu (Site, Tools, Help, Upgrade) are visible. The main content area features a navigation bar with links: HOME, ABOUT US, FIND OUR CARROTS!, RECIPES AND MORE, FAQs, and CONTACT. Below the navigation bar is a large banner image of carrots with the text "FIND OUR CARROTS!". A smaller image of a farmers market stall is positioned below the banner, and a "CSA" section is visible at the bottom. On the left, the "Pages" panel is open, listing the site's pages: HOME, ABOUT US, OUR HISTORY, OUR CARROTS, OUR TEAM, FIND OUR CARROTS!, FARMERS MARKETS, CSA, RECIPES AND MORE, RECIPES, CROP CALENDAR, CUSTOMER TESTIMONIALS, FAQs, and CONTACT. A context menu is open over the "FIND OUR CARROTS!" page, showing options: Page Info, Layouts, Permissions, Page SEO, Settings, Rename, Duplicate, Hide, Subpage, and Delete. A blue arrow points to the "Delete" option. Another blue arrow points from the "FIND OUR CARROTS!" page in the Pages panel to the "FIND OUR CARROTS!" page in the main content area. A third blue arrow points from the "FIND OUR CARROTS!" page in the Pages panel to the "FARMERS MARKETS" page in the main content area. On the right, a settings panel is open for the selected page, showing options for Size (W, H), Position (X, Y), and Show on All Pages.

# Delete Pages



# Matching the pages from Outline

The image shows a presentation slide with a table of content and a 'Pages' sidebar. The table lists content for Home, About, Product/Services, Contact, FAQs, and Customer Testimonials. The sidebar lists the corresponding pages: HOME, ABOUT US (with sub-pages OUR HISTORY, OUR CARROTS, and OUR TEAM), FIND OUR CARROTS!, RECIPES AND MORE, FAQs, and CONTACT.

Home	About	Product/Services
<ul style="list-style-type: none"><li>Highlight handmade and quality of products</li><li>Photo of my table at PPM</li><li>Call to action –come see me at the market!</li></ul>	<ul style="list-style-type: none"><li>What inspired me to start my business</li><li>Product production insider view</li><li>Members of my team</li></ul>	<ul style="list-style-type: none"><li>High resolution images of my product</li><li>Description of one of the kind attributes</li><li>Pricing</li></ul>
Contact	FAQs	Customer Testimonials
<ul style="list-style-type: none"><li>My market calendar</li><li>Map of where to find me at the market</li><li>How to schedule an appointment</li></ul>	<ul style="list-style-type: none"><li>What is my process?</li><li>Do I offer wholesale pricing?</li><li>Do you ship out of state?</li></ul>	<ul style="list-style-type: none"><li>Quotes from satisfied customers</li><li>A few pictures</li><li>Our return policy</li></ul>

add notes

**Pages**

- HOME
- ABOUT US
  - OUR HISTORY
  - OUR CARROTS
  - OUR TEAM
- FIND OUR CARROTS!
- RECIPES AND MORE
- FAQs
- CONTACT



# How to change/edit text

The image shows a screenshot of the Wix website editor interface. The browser address bar at the top displays the URL: `editor.wix.com/html/editor/web/renderer/edit/4804af27-3edf-43b9-b11d-674ff0699201?metaSiteId=637cfdeb-c70a-4dd4-a2c2-fcc7514a1783&editc`. The Wix logo is in the top left corner, and the page title is 'Pages: ABOUT US'. The navigation menu includes 'HOME', 'ABOUT US', 'FIND OUR CARROTS!', 'RECIPES AND MORE', 'FAQS', and 'CONTACT'. The main content area features a large background image of a wooden barn and a field of carrots. A text box is selected, containing the text 'ROOT VALLEY FARM!' and a paragraph of placeholder text: 'I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.' A blue arrow points to the 'Edit Text' button above the text box. A settings panel on the right side of the editor shows the text box's dimensions (W: 431, H: 143) and position (X: 515, Y: 550). Below the text box, there are two sections: 'OUR FARMING PHILOSOPHY:' and 'COME VISIT OUR FARM...'. The 'Visit us' button is located at the bottom right of the 'COME VISIT OUR FARM...' section.

editor.wix.com/html/editor/web/renderer/edit/4804af27-3edf-43b9-b11d-674ff0699201?metaSiteId=637cfdeb-c70a-4dd4-a2c2-fcc7514a1783&editc

WIX Pages: ABOUT US Site Tools Help Upgrade

HOME ABOUT US FIND OUR CARROTS! RECIPES AND MORE FAQS CONTACT

ABOUT US

ROOT VALLEY FARM!

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.

OUR FARMING PHILOSOPHY:

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font.

COME VISIT OUR FARM...

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font.

Visit us

# How to add images

The screenshot shows the Wix website editor interface. The browser address bar displays the URL: `editor.wix.com/html/editor/web/renderer/edit/4804af27-3edf-43b9-b11d-674ff0699201?metaSiteId=637cfdeb-c70a-4dd4-a2c2-fcc7514a1783&editc`. The Wix logo is in the top left, and the page title is 'ABOUT US'. The navigation menu includes 'HOME', 'ABOUT US', 'FIND OUR CARROTS!', 'RECIPES AND MORE', 'FAQS', and 'CONTACT'. The main content area features a large background image of a wooden barn in a field. A blue arrow points to the 'Change Image' button in the image toolbar. Below the main image, there are two text blocks: 'OUR FARMING PHILOSOPHY:' and 'COME VISIT OUR FARM...'. A 'Visit us' button is located at the bottom right of the second text block. A vertical toolbar on the left side of the editor contains icons for undo, redo, and other editing functions. A settings panel on the right side of the editor shows the dimensions and position of the selected image.

editor.wix.com/html/editor/web/renderer/edit/4804af27-3edf-43b9-b11d-674ff0699201?metaSiteId=637cfdeb-c70a-4dd4-a2c2-fcc7514a1783&editc

WIX Pages: ABOUT US Site Tools Help Upgrade

HOME ABOUT US FIND OUR CARROTS! RECIPES AND MORE FAQS CONTACT

ABOUT US

Change Image

WELCOME TO CARROT VALLEY FARM!

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your users know a little more about you.

OUR FARMING PHILOSOPHY:

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font.

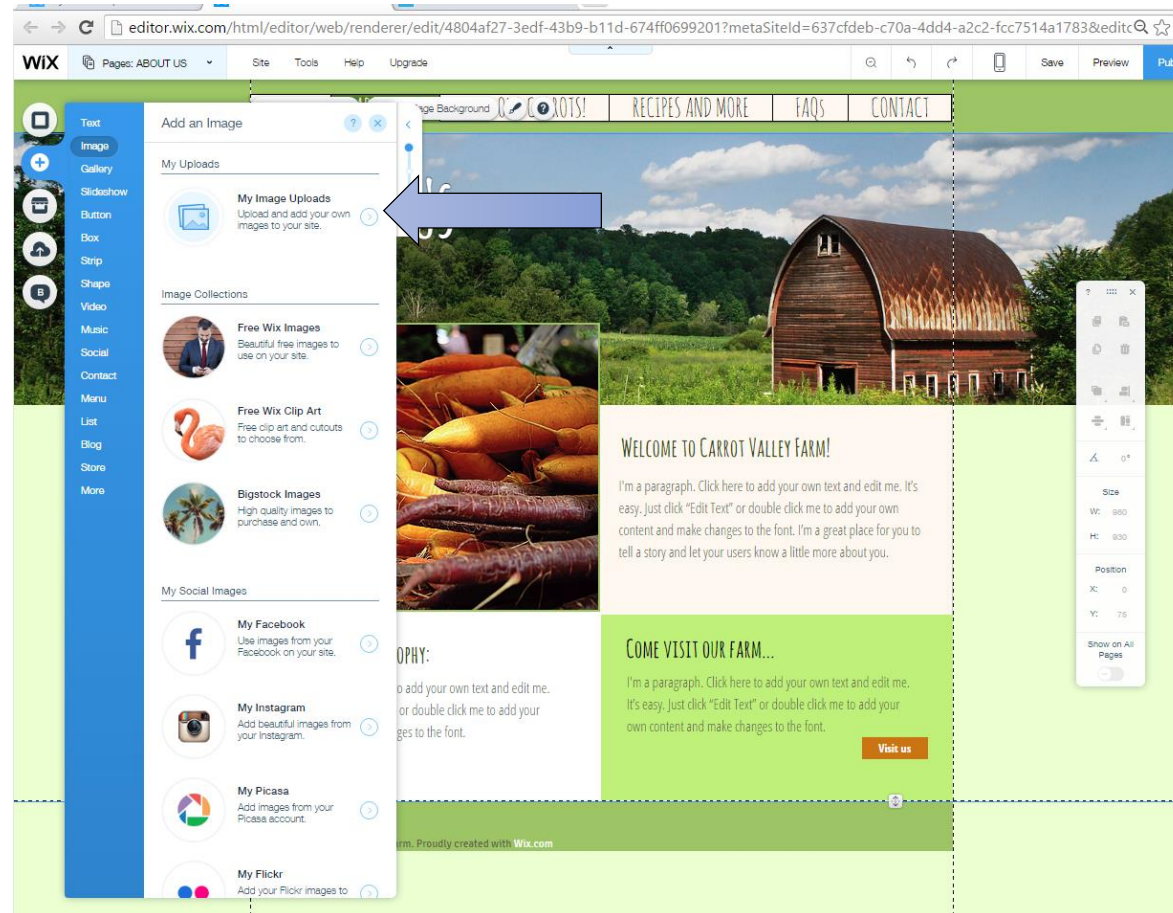
COME VISIT OUR FARM...

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font.

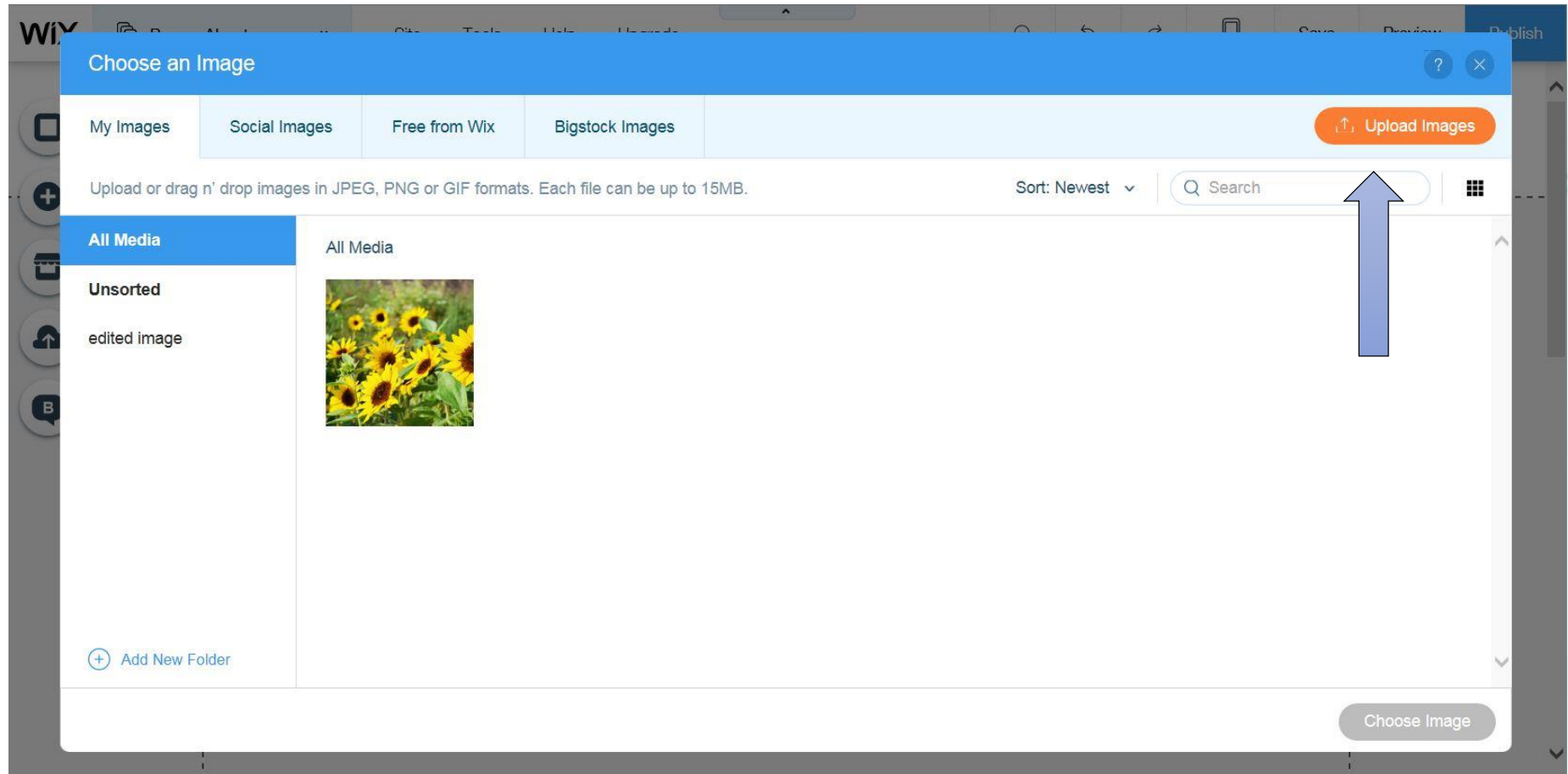
Visit us



# Uploading Images



# Uploading Images





# CARROT VALLEY FARM

SUNNYSIDE, WASHINGTON  
SINCE 1994

We cultivate organic, unusual,  
and old fashioned carrots.

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font.

[Visit the Farm](#)

## SUBSCRIBE FOR UPDATES

[Subscribe Now](#)

Fresh produce delivered from our farm to your home weekly.



### Find Our Carrots:

Pike Place Market: Tuesday - Sunday

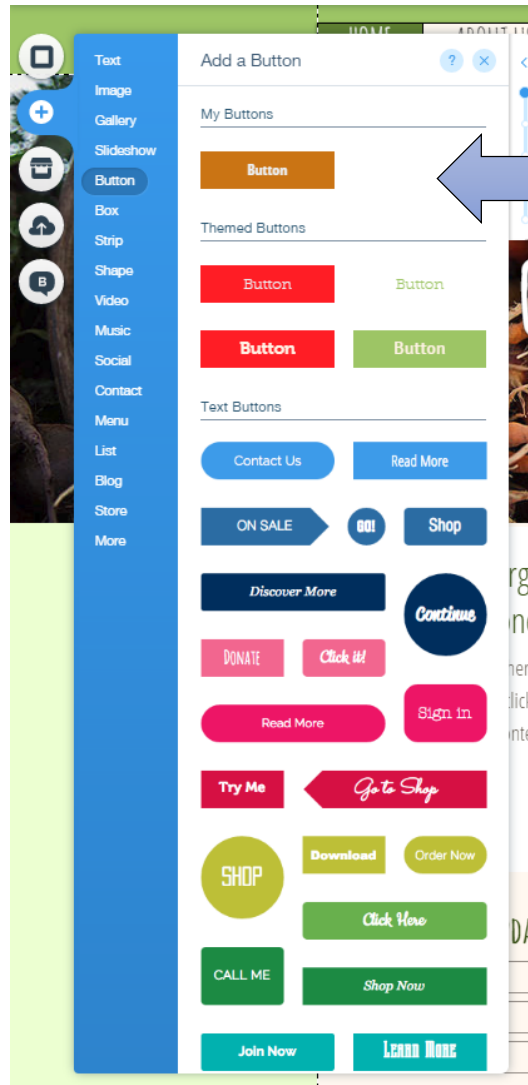
City Hall Market: Tuesday

First Hill Market: Friday

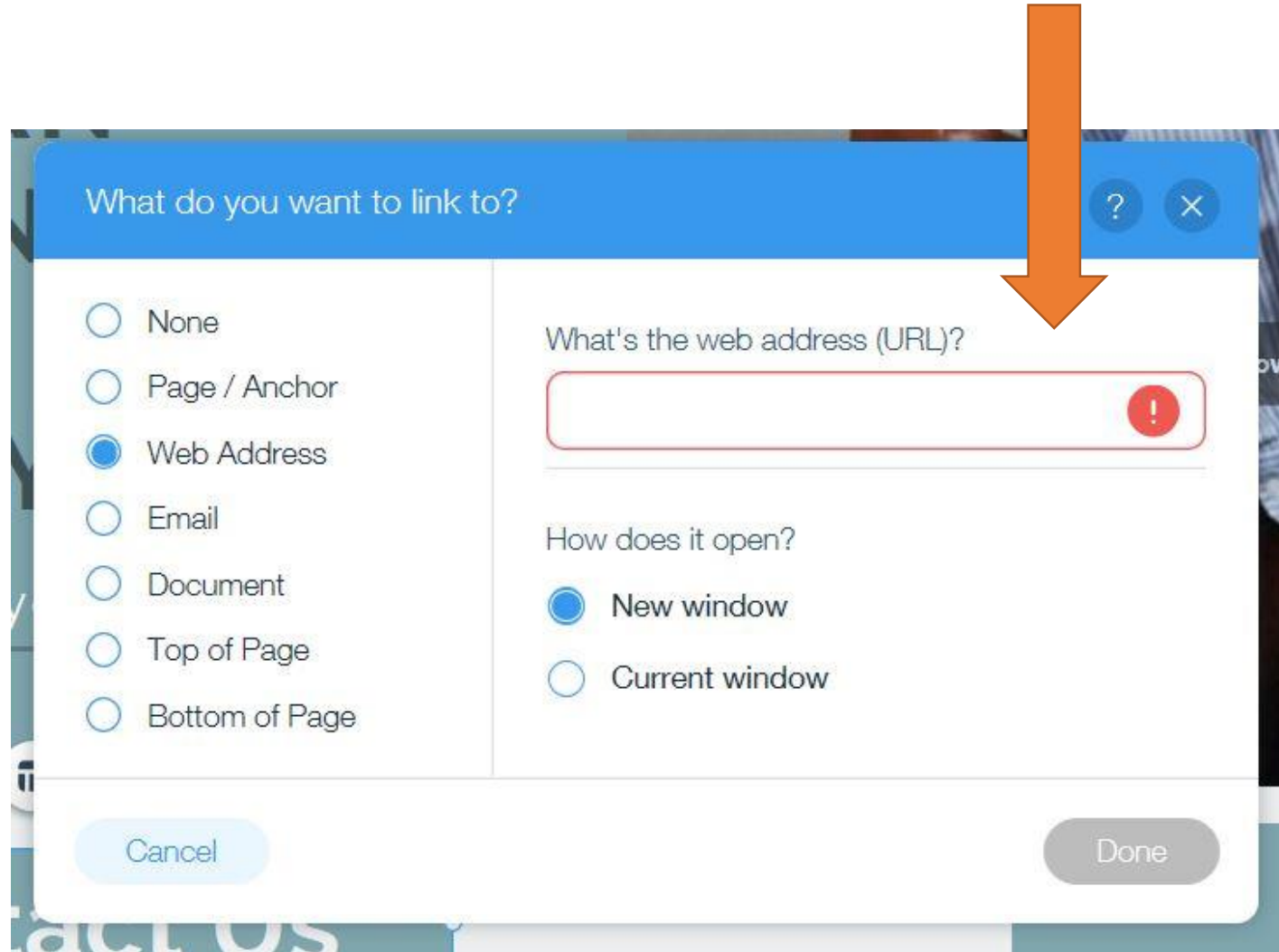




# Adding Buttons and Links



# Links Continued



What do you want to link to?

None

Page / Anchor

Web Address

Email

Document

Top of Page

Bottom of Page

What's the web address (URL)?

How does it open?

New window

Current window

Cancel Done

An orange arrow points to the URL input field, which has a red exclamation mark icon next to it, indicating an error or required field.

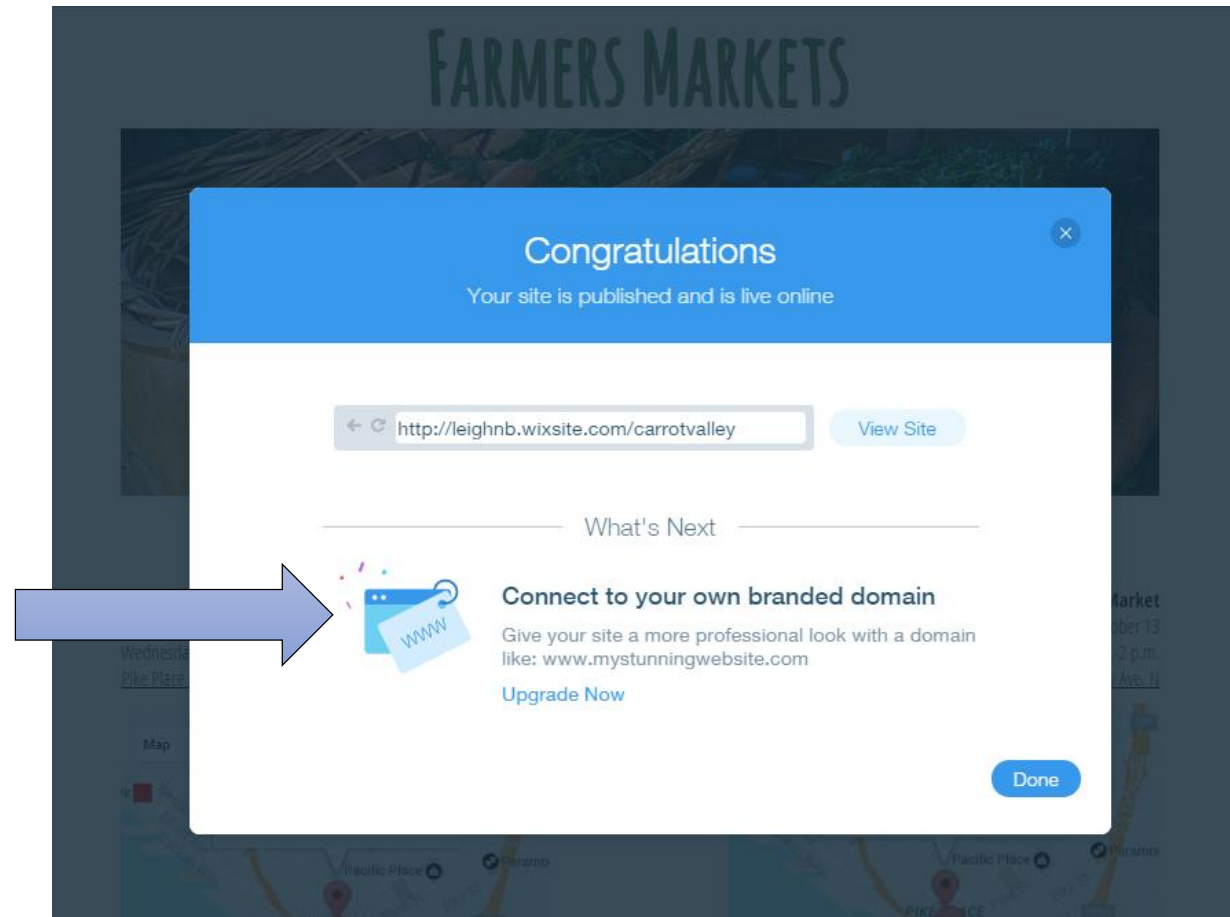
# How to Save your Work and ...



Preview Your Site




# Publish Your Site



# Pricing

You can see the different pricing options based on how many features you want to enable on your website.

## 14 Day Money Back Guarantee On All WIX Plans



**Upgrade Your Site to a Yearly Unlimited Plan**

- ✓ Get \$300 to Advertise on Google & Bing
- ✓ A Free Domain of Your Own
- ✓ 2 Premium Business Apps for Free

Only \$12.92 / month

[Buy Now](#)

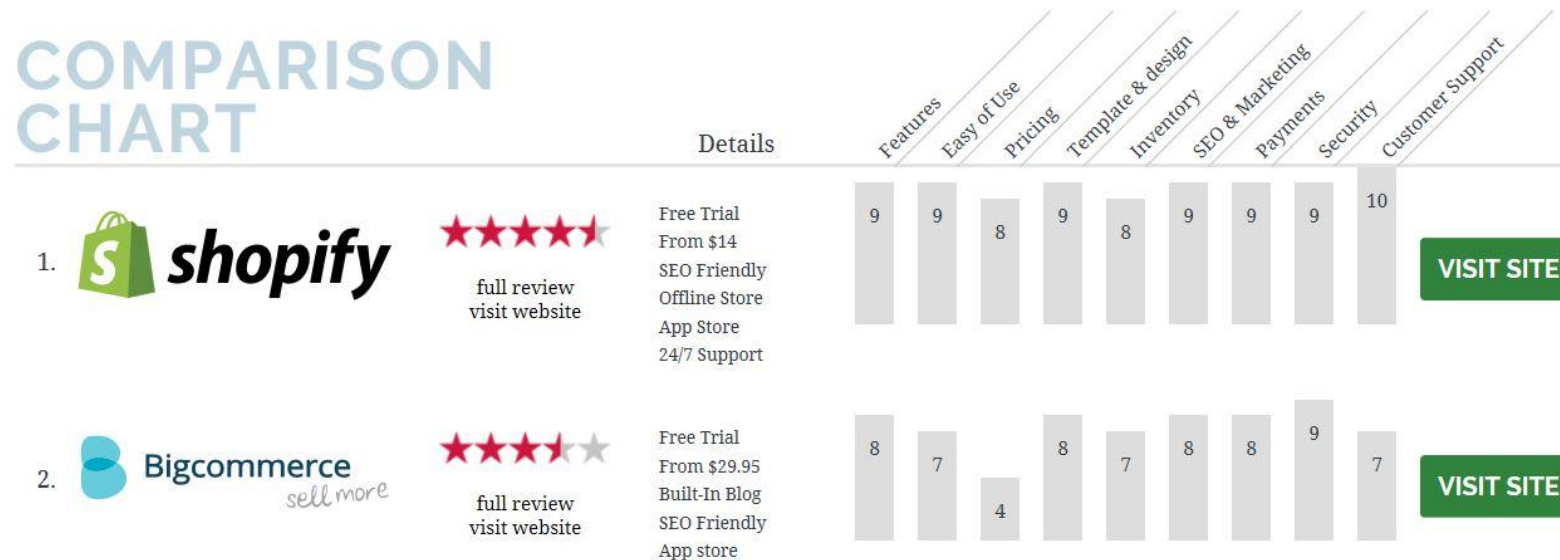
Save 45%

	VIP First Priority Support	eCommerce Best for Small Business	Unlimited Entrepreneurs & Freelancers	Combo For Personal Use	Connect Domain Most Basic
<p style="background-color: #8e44ad; color: white; padding: 2px 5px; font-size: 0.8em;">BEST VALUE</p> <p><b>Yearly Savings Plans</b></p>	<p><b>\$24</b><sup>92</sup> /month</p> <p><del>\$39.90</del></p> <p>Save 35%</p>	<p><b>\$16</b><sup>58</sup> /month</p> <p><del>\$25.90</del></p> <p>Save 35%</p>	<p><b>\$12</b><sup>92</sup> /month</p> <p><del>\$23.90</del></p> <p>Save 45%</p>	<p><b>\$9</b><sup>75</sup> /month</p> <p><del>\$13.90</del></p> <p>Save 30%</p>	<p><b>\$4</b><sup>08</sup> /month</p> <p><small>ⓘ This Plan Displays Wix Brand Ads</small></p>
<p> Domain</p>	1 Year Free	1 Year Free	1 Year Free	1 Year Free	
<p> Ad Vouchers</p>	\$300 Value	\$300 Value	\$300 Value		
<p> Free Premium Apps</p>	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value		
<p> Special</p>	VIP Support Line				
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# E-Commerce

## Top Ecommerce Platforms and Shopping Cart Software

After using and reviewing lots of online store builders in the past few years, I've selected the top 10 ecommerce platforms and shopping cart software that I think are the best fit for any needs. So before starting your online shop take a look at this comparison chart.



# A few thoughts on design

- Less is more
- Make it easy to read
- Make it easy for visitors to find what they are looking for
- Include beautiful photos
- Make sure it tells your story accurately

floret

• SHOP | ABOUT | WORKSHOPS/COURSES | RESOURCES | FIND FLOWERS | BLOG | WEDDINGS | FAQ | CONTACT •

- This website has great personality
- You can see what their values are upfront and center
- Beautiful photos



Floret Flower Farm  
EST. 2008

# SMALL FAMILY FARM

We are a little flower company with a big heart.

READ *our* STORY





## MARIPOSA FARM

Lis and Joaquin Lopez  
Everson, WA  
(360) 920-1920

We grow a large variety of vegetables and berries in the productive soils of Whatcom County.  
We sell our produce at the [Bellingham Farmers Market](#), [West Seattle Farmers Market](#), and [Lake City Farmers Market](#). Bulk and Wholesale orders available upon request.

**SEE YOU AT THE FARMERS MARKET!**





Butterflies migrate long distances over several generations, guided by nature.  
We migrated from Mexico 9 years ago to work on organic farms in Washington.  
Now we have started our own family farm in Everson, WA.




- One page website
- Call to the farmers market
- Tells concise story
- Easy to maintain



- Call to join CSA and link to join
- Pictures of the farm
- Shows they are organic
- Produce photos



HOME ABOUT US » ABOUT OUR CSA » RECIPES & MORE » CONNECT » FIND US » CSA MEMBERS »



**JOIN OUR CSA**


Fresh produce delivered from our farm to your home! | [Get started!](#)

## Summer 2016 Sign-up now!

**Late?** Never! Sign up now for Summer 2016 and don't worry about missed weeks. Your membership will be prorated. The full purchase amount is part of the checkout process for now (sorry, that's the way it is until we can

**Join Our CSA!**

[Login](#) to add delicious **extras** to your next week's delivery or update your account.







*Buy From Us*   *Visit Us*   *Education Center*   *Resources*   *About Us*

SHOP   CSA   HELLO-CAFÉ-TO-GO   CLASSES & EVENTS   WEDDING FLOWERS   MERCHANDISE

## *Hello and Welcome*

This is the place you can make purchases from Cedar Circle Farm online. You can sign up for any of our CSA options, register for classes or events, pre-order items from our kitchen, place your order for wedding flowers, or order merchandise. We hope this store is easy to use for you. [Let us know](#) if you have any problems.



### *CSA*

Sign up for your share of the season's harvest!



### *Hello-Café-To-Go*

Pre-order your favorite baked goods or holiday specials from our farm kitchen.



### *Classes & Events*

Sign up for gardening, cooking, and education classes, as well as special farm events.

- Shows their different marketing channels
- Easy to read
- Not too much text
- Original design





- Colorful, engaging
- Humor works well
- Connecting visitors with other media
- Email sign ups
- Multiple opportunities for engagement



# Suzanne Collins

[Home](#) [Works](#) [Biography](#) [Interview](#)

## Welcome

Hi! Thanks for visiting my website. Here's a picture of me with a rat in Central Park. If you've read my fantasy series, *The Underland Chronicles*, you will have a clue as to why I chose this photo. If not, you may want to click around and find out a little more about my books. Or visit the Scholastic website for cool games and info!

[Click here to check out Scholastic's Underland Chronicles website!](#)



Fly You High!



## Selected Works

### Picture Book

#### [YEAR OF THE JUNGLE](#)

"Important and necessary."

--Kirkus Reviews, **STARRED REVIEW**

#### [WHEN CHARLIE MCBUTTON LOST POWER](#)

"A clever, humorous story in rhyme."

--School Library Journal

### Sci-Fi

#### [MOCKINGJAY](#)

"...every bit as original and thought provoking, as *The Hunger Games*. Wow."

--Los Angeles Times

#### [CATCHING FIRE](#)

"...doesn't disappoint when it segues into the pulse-pounding action

- Too much text, text is too small
- Not sure what the goal is
- Looks disjointed
- There isn't a clear focal point



- Too busy and distracting
- Looks unprofessional
- Uses some humor
- Looks like it might give you a computer virus

Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

**LING's CARS.com**  
 UK CONTRACT HIRE CARS FROM LING VALENTINE  
 Version 238.20160215 You can trust me! ... In 2014 I rented over £75 million of cars (at RRP)!

Play stupid game  
 NEW

Close (X)

THE BEST FAQ'S JUST CLICK IN THE WORLD!

**CAR LEASING - CONTRACT HIRE - CHEAP LEASE CAR**

Home Cars and Vans How It Works Price Lists About Ling WAH! 1500+ Letters Customers Fun Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY CHRISTINE full rep HERE

FEAR CARS

Search Cars Here Go

@LING'sCARS Follow Me LING'S LIVE TWITTER FEED

LING'sCARS: Best ever sales day - £10,610 gross profit. Wow. I'm knackered. And 32 new car deliveries already lined up and booked in April.

Ahmad\_Faizal : https://t.co/KjPk7R5vaj <- web dev nightmare

RylagonMusics: Do not visit LING'sCARS if you're epileptic. I think it's best if you don't visit it at all.

WEB CAM

Close (X)

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

"JUST CLICK!" THE BEST... FREQUENTLY ASKED QUESTIONS ...IN THE WORLD!

You can't find a car? Apply for a CAR QUOTE

AS SEEN ON TV DRAGONS DEN

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turrr'ed me dooon!"

Deborah Meaden "Harrumph! I'm out!"



My cheapest leasing deals!

Click to chat is closed

ABARTH CAR LEASES

595 595 Convertible







Thanks!