“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?

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

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.
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

<table>
<thead>
<tr>
<th>Home</th>
<th>About</th>
<th>Product/Services</th>
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<table>
<thead>
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<th>Contact</th>
<th>FAQs</th>
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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

<table>
<thead>
<tr>
<th>Home</th>
<th>About</th>
<th>Product/Services</th>
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</thead>
</table>
| • Highlight CSA, organic certifications, etc.  
• Photos of my farm, crops, table at PPM  
• Call to action – come see me at the market! | • History of my farm  
• What inspired me to start my business  
• List of crops grown  
• Members of my team | • High resolution images of crops/farm  
• Pricing  
• Delivery information |

<table>
<thead>
<tr>
<th>Contact</th>
<th>FAQs</th>
<th>Customer Testimonials</th>
</tr>
</thead>
</table>
| • Location of my farm  
• Map of where to find me at the market  
• Basic contact info (phone number, email address, etc.) | • Am I organic, no spray, etc.?  
• Do I offer wholesale pricing?  
• Do I ship out of state? | • Quotes from satisfied customers  
• Pictures of bouquets, dishes cooked with produce, etc. |
How to? (Example WIX)

Set up a WIX Account
Choose a template

You can choose a premade or completely blank template depending on how much control you want over the design.
Add/Delete/Hide Pages
Delete Pages
Matching the pages from Outline

Content Example

<table>
<thead>
<tr>
<th>Home</th>
<th>About</th>
<th>Product/Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Highlight handmade and quality of products</td>
<td>• What inspired me to start my business</td>
<td>• High resolution images of my product</td>
</tr>
<tr>
<td>• Photo of my table at PPM</td>
<td>• Product production insider view</td>
<td>• Description of one of the kind attributes</td>
</tr>
<tr>
<td>• Call to action - come see me at the market!</td>
<td>• Members of my team</td>
<td>• Pricing</td>
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</table>

<table>
<thead>
<tr>
<th>Contact</th>
<th>FAQs</th>
<th>Customer Testimonials</th>
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<tbody>
<tr>
<td>• My market calendar</td>
<td>• What is my process?</td>
<td>• Quotes from satisfied customers</td>
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<tr>
<td>• Map of where to find me at the market</td>
<td>• Do I offer wholesale pricing?</td>
<td>• A few pictures</td>
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<tr>
<td>• How to schedule an appointment</td>
<td>• Do you ship out of state?</td>
<td>• Our return policy</td>
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</tbody>
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add notes
How to change/edit text
How to add images
Uploading Images
Uploading Images
We cultivate organic, unusual, and old fashioned carrots.

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

Subscribe for Updates

Name
Last Name
Email

Subscribe Now

Visit the Farm

Join Our CSA!

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
How to Save your Work and ...
Publish Your Site
You can see the different pricing options based on how many features you want to enable on your website.
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.

<table>
<thead>
<tr>
<th>COMPARISON CHART</th>
<th>Details</th>
<th>Features</th>
<th>Easy of Use</th>
<th>Pricing</th>
<th>Technology &amp; Design</th>
<th>Inventory</th>
<th>SEO &amp; Marketing</th>
<th>Payments</th>
<th>Security</th>
<th>Customer Support</th>
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<tbody>
<tr>
<td>1. shopify</td>
<td>Free Trial From $14</td>
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<td>2. Bigcommerce</td>
<td>Free Trial From $29.95</td>
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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
• This website has great personality
• You can see what their values are upfront and center
• Beautiful photos
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.
Call to join CSA and link to join
Pictures of the farm
Shows they are organic
Produce photos

Join Our CSA!

Login to add delicious extras to your next week's delivery or update your account.

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
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-Cafe-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
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!

Suzanne Collins

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
MOKINGJAY
"...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 busy and distracting
- Looks unprofessional
- Uses some humor
- Looks like it might give you a computer virus
Thanks!