

Farm Marketing Workshop C: Creating and Maintaining Attractive Websites

Thursday morning 9:00 am

Where: Gallery Overlook (upper level) Room E

Presenter will share a wealth of knowledge as to creating and maintaining attractive websites, creating responsive websites and use of mobile websites.

Moderator:

- 9:00 am Creating and Maintaining Attractive Websites
- Danny Mauk, FarmWebDesign, St. Louis, MO
- 11:00 am Session Ends

Creating & Maintaining Attractive Websites

Danny Mauk
Farm Web Design, LLC



Website Marketing

farmwebdesign.com/follow



Your Strongest Marketing Tool

Let your website be your guests go to.

Types of Website Designs

Full Service
Full Service + Ltd. Content Management
Complete Content Management

Mobile Friendly Solutions:

- Responsive
- Mobile

Full Service

...Please take notes.

Full Service with Ltd. Content Management

...Please take notes.

Complete Content Management

...Please take notes.

Mobile Friendly Web Design

Design Formats:

- Responsive Design
- Mobile Websites

Responsive Design

Designed to provide your customers ease of use regardless of device or platform.

Mobile

A separate mobile friendly website.

Qualities of a Strong Website

...Please take notes.

Layout & Navigation

Layout

- Create a familiar and comfortable environment
- Anticipate customers needs and flow to a sale

Navigation

- Consistent in location
- Include all pages on website when possible
- Font must be legible and large

The Fold

- Contact info at the top on every page.
 - Phone Number
 - Address
 - Hours
- Most important information first.
- Don't forget your Logo!



Search Engine Optimization

Maximize the number of visitors to online marketing with high search engine ranking.

- Website Keywords and Tags
- Open Graph Data & Card Data for Social Media
- Referral Traffic

Search Engine Optimization

Using Keywords & Meta Tags


Short Tail Keywords

Long Tail Keywords

Search Engine Optimization

Social Media Tags

Meta Tags for Social Media Users



Search Engine Optimization

Referral Traffic & The Cyber Popularity Contest

Utilize your other online marketing

Google's New Algorithm

As of April 21st, 2015 Google updated their Algorithm to promote Mobile Friendly design:

- High-quality, and relevant results
- Easy to read text on any device with zoom/tap
- Easy to navigate menus with large buttons
- Avoiding horizontal scroll or unplayable content

Show the Experience

Share photos with personality and interaction!

A picture is worth a thousand words....
...video is worth a million!

Web Content

Vital to Search Engine Optimization

- Use Keywords frequently
- Short and to the point
- Describe the experience
- Update often!

Sell the sizzle, not the steak!

The Visual Aspect of a Website

What makes a website attractive?

Reach Out to Your Consumer

- ...Please take notes.

Social Media

2013 Farm Survey Results

Facebook	92.7%
Twitter	19.5%
Youtube	15.4%
Pinterest	15.4%

Integrate technology, social interaction
thru words, pictures and video

Creating and Maintaining Attractive Websites

Danny Mauk
Farm Web Design, LLC

314-349-2211
danny@farmwebdesign.com
