

How To Make the Web Work for You and Your Farm Market

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Sustainable Farmer

<http://www.sustainablefarmer.com>

RESOURCES

Free Listings

LocalHarvest

<http://www.localharvest.org/>

Green People

<http://www.greenpeople.org/>

Eat Well Guide

<http://www.eatwellguide.org/i.php?id=Home>

Yahoo Local

<http://listings.local.yahoo.com/csubmit/index.php>

Facebook

<http://www.facebook.com>

Twitter

<http://www.twitter.com>

Ning

<http://www.ning.com>

For a Fee

Eat Wild

<http://www.eatwild.com/>

Search Engine Optimization

Google Webmaster Tools

<https://www.google.com/webmasters/tools/dashboard>

Free XML Sitemap Generator

<http://www.xml-sitemaps.com/>

Flip camera – B&H Photo in NYC (\$129)

<http://www.bhphotovideo.com/>

Soundslides (\$69.95)

<http://www.soundslides.com/>

WEB 2.0

How to make the Web work for
your farm or farm market

Getting to know each other

- Who I am
 - Online journalism at Michigan State University

Getting to know each other

- Who I am
 - Web geek

Getting to know each other

- Who I am
 - Web geek

Getting to know each other

- Who I am
 - Web geek

Getting to know each other

Who are you?

Farm owners

Farm markets

Why visitors visit

- What are the top three things that visitors are looking for when they come to your site?
 - Hours of operation
 - Map
 - What's in season
 - How to contact you

Design Basics

- Contrast
- Repetition
- Alignment
- Proximity

Design Basics

- Contrast
 - Light/dark – big/small
- Repetition
 - The eye likes consistency
- Alignment
 - Flush left
- Proximity
 - Put things that belong together next to each other

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Strategic Communications Goals

- What are you doing online now?
- What is on the drawing board?
- What more can and should you do?

Evolution of Communication

Evolution of Communication

Evolution of Media

Evolution of Media

Evolution of the Web

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Evolution of the Web

- Web values
 - Immediacy
 - The concept of “good enough”
 - Informality
 - Interaction

Evolution of Farm Websites

Why brand yourself?

- Why does branding matter?

Why brand yourself?

- What defines your brand?
 - Your core mission (the soda)
 - Why your operation is different
 - Your values
 - Your image (the packaging)
 - Logo
 - Palette
 - Fonts & typefaces
 - Avoid the circus poster effect

Telling your story

Telling your story

Telling your story

A differences between quaint & folksy

and amateurish

Why brand yourself?

- Even if you don't talk about yourself, others will (and will define you)

Evolution of Farm Websites

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Twitter

- Microblogging
 - Limited to 140 characters in each “tweet”

Generation gap?

YouTube

- Vimeo, Google, Bright Cove

Benefits of online

- Cheaper and greener than communicating on paper

Your audience

- What are their interests and values?
 - Food safety?
 - Cost?
 - Taste?
 - Freshness?
 - Variety?

The future: Webcasting

- Mogulus, Ustream

Webcasting

- Mogulus, Ustream

SEO: Search engine optimization

- Meta tags
 - Description
 - Keywords

SEO: Search engine optimization

- Text on pages
 - Alt tags on images
- Google Webmaster Tools

Expect setbacks & mistakes