

# Effective Websites & Social Media

**FOR AGRITOURISM**

*Sarah  
Potter*



Maintain a *managed* website.



*content*



*design*



*function*



# Content is King

outline it. take it seriously.





# Essential Elements

*branding*

*location*

*phone #*

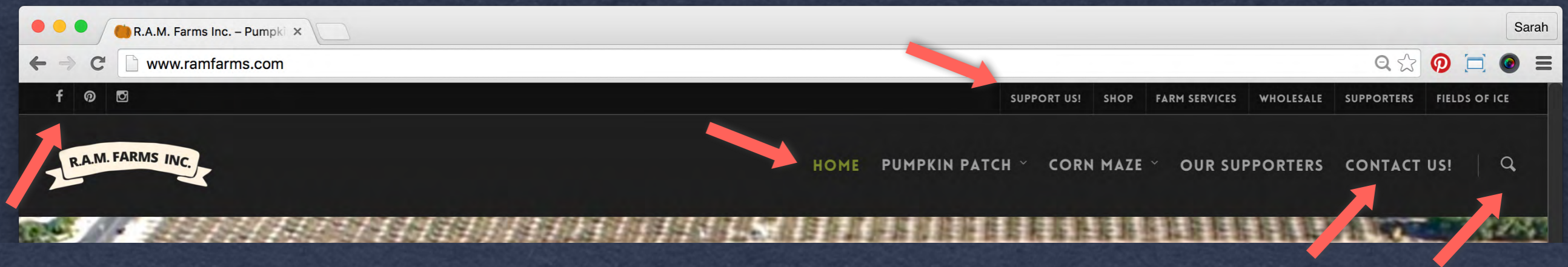
*connect*

*about*

*call 2  
action*



# serve up the meat & potatoes!



5

primary navigation. secondary navigation.  
contact. social media icons. site search.



# maps!



homepage. contact page. directions.



Do I *really*  
need a blog?



# you definitely need photos

HIGH-RESOLUTION, INTERESTING PHOTOS



**TAKE THEM.**  
*Seriously.*



do you need any  
special functionality?

A STOREFRONT? TICKET SALES? KEEP A WISH-LIST!



# Who's going to build / improve your website?

KNOW WHEN TO HIRE HELP.

```
<!doctype html>
<html <?php language_attributes(); ?>
<head>

<!-- Meta Tags -->
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />

<?php $options = get_option('salient'); ?>

<?php if(!empty($options['responsive']) && $options['responsive'] == 1) { ?>
<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1, user-scalable=0" />

<?php } else { ?>
<meta name="viewport" content="width=1200" />
<?php } ?>

<!--Shortcut icon-->
<?php if(!empty($options['favicon'])) { ?>
<link rel="shortcut icon" href="<?php echo nectar_options_img($options['favicon']); ?>" />
<?php } ?>

<title> <?php wp_title("|",true, 'right'); ?> <?php if (!defined('WPSEO_VERSION')) { bloginfo('name'); } ?></title>

<?php wp_head(); ?>

</head>

<?php
global $post;
global $woocommerce;

if($woocommerce && is_shop() || $woocommerce && is_product_category() || $woocommerce && is_product_tag()) {
$header_title = get_post_meta(woocommerce_get_page_id('shop'), '_nectar_header_title', true);
$header_bg = get_post_meta(woocommerce_get_page_id('shop'), '_nectar_header_bg', true);
$header_bg_color = get_post_meta(woocommerce_get_page_id('shop'), '_nectar_header_bg_color', true);
}
else if(is_home() || is_archive()){
$header_title = get_post_meta(get_option('page_for_posts'), '_nectar_header_title', true);
$header_bg = get_post_meta(get_option('page_for_posts'), '_nectar_header_bg', true);
$header_bg_color = get_post_meta(get_option('page_for_posts'), '_nectar_header_bg_color', true);
}
else {
$header_title = get_post_meta($post->ID, '_nectar_header_title', true);
$header_bg = get_post_meta($post->ID, '_nectar_header_bg', true);
$header_bg_color = get_post_meta($post->ID, '_nectar_header_bg_color', true);
}

//check if parallax nectar slider is being used
$parallax_nectar_slider = using_nectar_slider();
```





# D.I.Y.?

CHOOSE THE RIGHT PLATFORM FOR YOU.

Website Builders Comparison Chart

www.websitebuilderexpert.com/website-builders-comparison-chart/

Sarah

WIX SQUARESPEACE weebly JIMDO Go Daddy IM CREATOR

See Wix Here See Squarespace See Weebly Here See Jimdo See GoDaddy See IM Creator

Top Choice

	WIX	SQUARESPEACE	weebly	JIMDO	Go Daddy	IM CREATOR
Overall [1]	★★★★★ 4.7 / 5 Stars	★★★★★ 4.6 / 5 Stars	★★★★★ 4.3 / 5 Stars	★★★★ 3.5 / 5 Stars	★★★ 3 / 5 Stars	★★★ 2.2 / 5 Stars
Websites Powered [2]	73m	1.8m	30m	15m	N/A	5.7m
Ease of Use	5 / 5	4 / 5	5 / 5	4 / 5	4 / 5	4 / 5
Design Flexibility [3]	4.5 / 5	5 / 5	4.5 / 5	4 / 5	4 / 5	3 / 5
Themes Design [4]	4.5 / 5	5 / 5	3.5 / 5	3 / 5	4 / 5	4 / 5
Responsive Themes [5]	X	✓ [5]	✓ [5]	X	X	X
Mobile Editor [6]	✓	X [6]	✓	✓	✓	✓
Pricing (Monthly) [7]	\$4.08 \$9.25 \$12.42 \$16.17 \$24.90	\$5.00 \$8.00 \$18.00 \$26.00 \$70.00	\$7.42 \$11.58 \$24.92	\$7.50 \$20.00	\$5.99 \$9.99 \$14.99	\$7.95
Free Plan?	✓	14 Days Trial	✓	✓	X	✓
Free Custom Domain [8]	✓ [8]	✓	✓	✓ [8]	✓ [8]	X
SEO [9]	4.5 / 5	5 / 5	4 / 5	3 / 5	3 / 5	1 / 5
Export Website? [10]	X	✓	✓	X	X [10]	✓
Support [11]	Email Phone	24/7 Email Live Chat	Email Phone	Email Live Chat	Email Live Chat	Email Forum



# Design

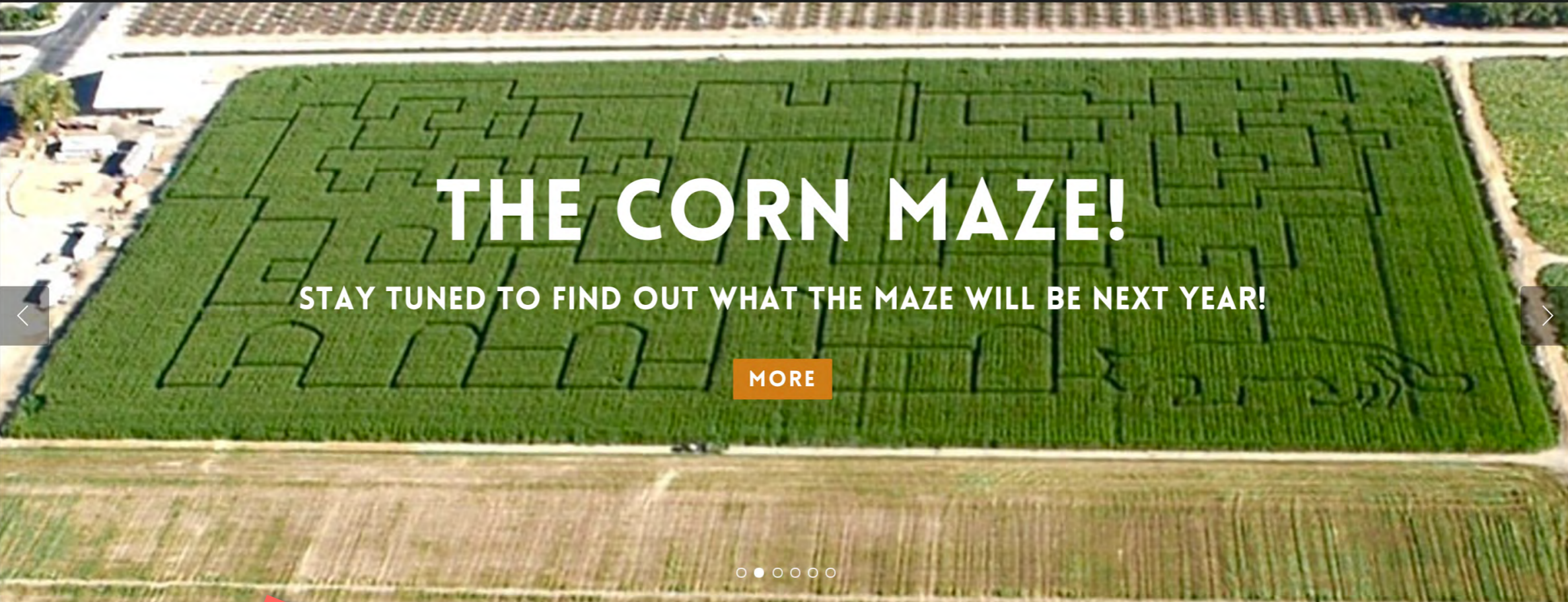
does your online presence tell the **story**  
of the experience you offer?



**Maintenance may  
be required.**

**have a plan.**

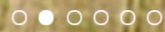




# THE CORN MAZE!

STAY TUNED TO FIND OUT WHAT THE MAZE WILL BE NEXT YEAR!

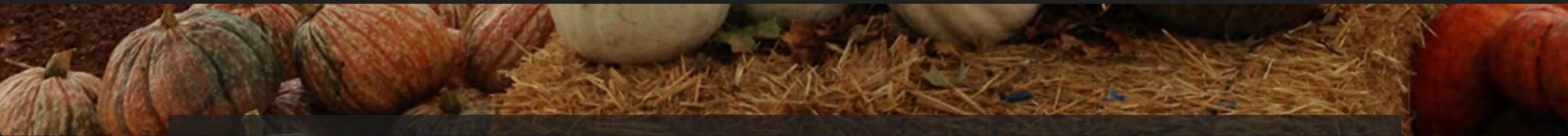
MORE



**CLOSED UNTIL NEXT SEASON!**

SEPTEMBER 30 - OCTOBER 31, 2016

DAILY NOON-DUSK | 10-10 FRI + SAT | 10-8 SUN





# Get with Google.



**CONNECT TO  
ANALYTICS**



**SUBMIT A  
SITE MAP**



**GET LISTED  
ON MAPS**

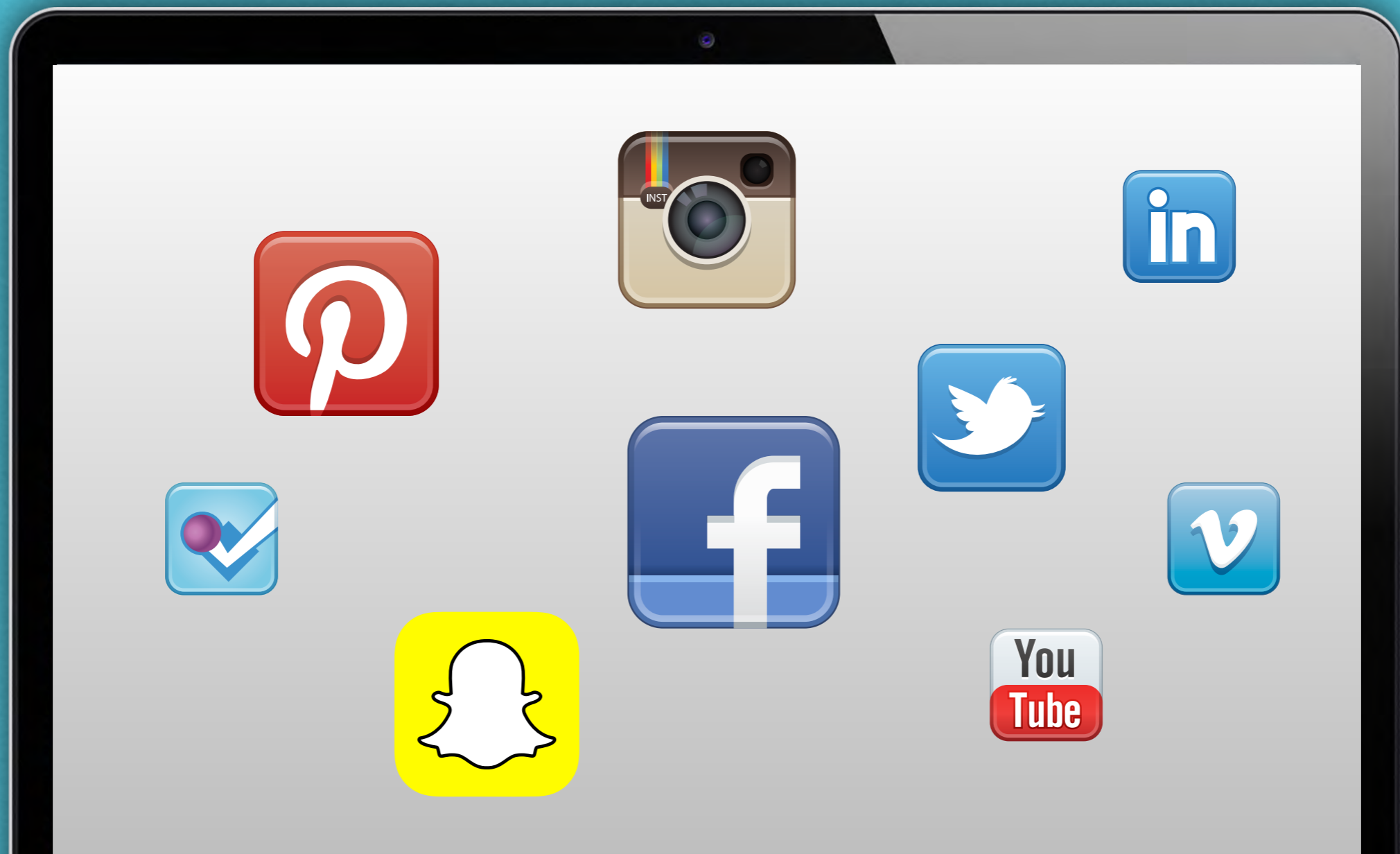


**SEO IS NOT  
EXPENSIVE**



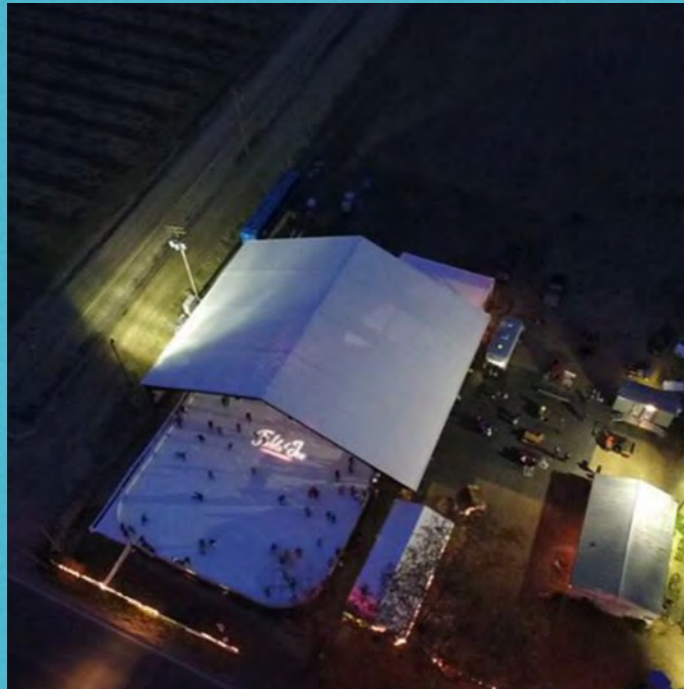
# Social Media

**KEEPING AN OPEN DIALOGUE**





# Find Your Voice



**1** give the people face.

**2** have a theme

**3** #hashtag to your advantage

**4** go behind the scenes

**5** Balance

**6** Use humor. Or appropriate tone



# Grow your following *organically*

- **ENGAGE: LIKE, COMMENT & LINK TO OTHERS**
  - **PRODUCE VALUABLE CONTENT**
    - **TELL PEOPLE YOU'RE HERE**
      - **OFFER PROMOTIONS**

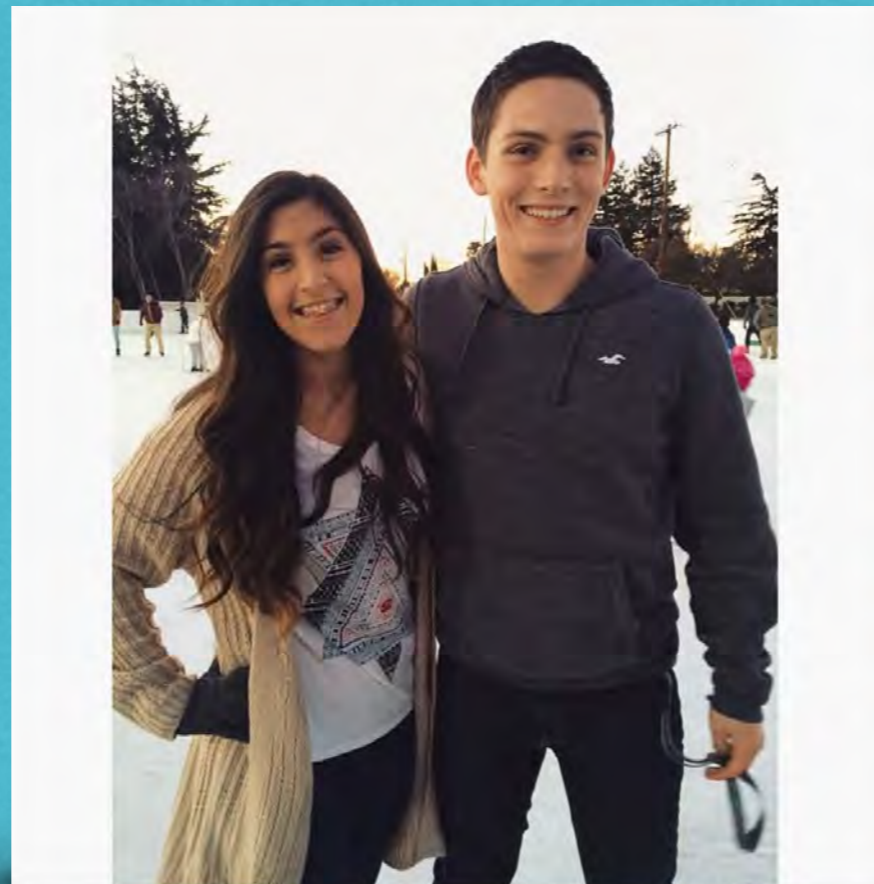


# Promotions & Giveaways

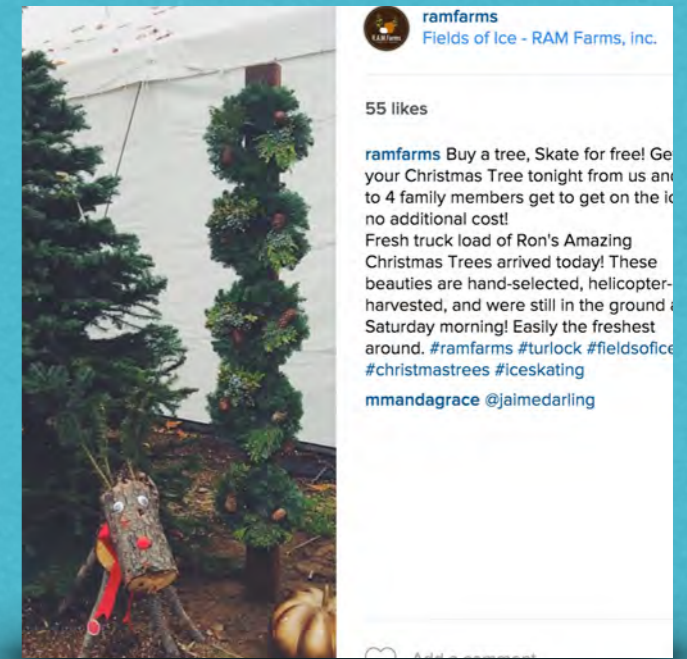
**PROVIDE INCENTIVE!**



**#RAMFarmsPrizeWinner**



**#209SKATEDATE**

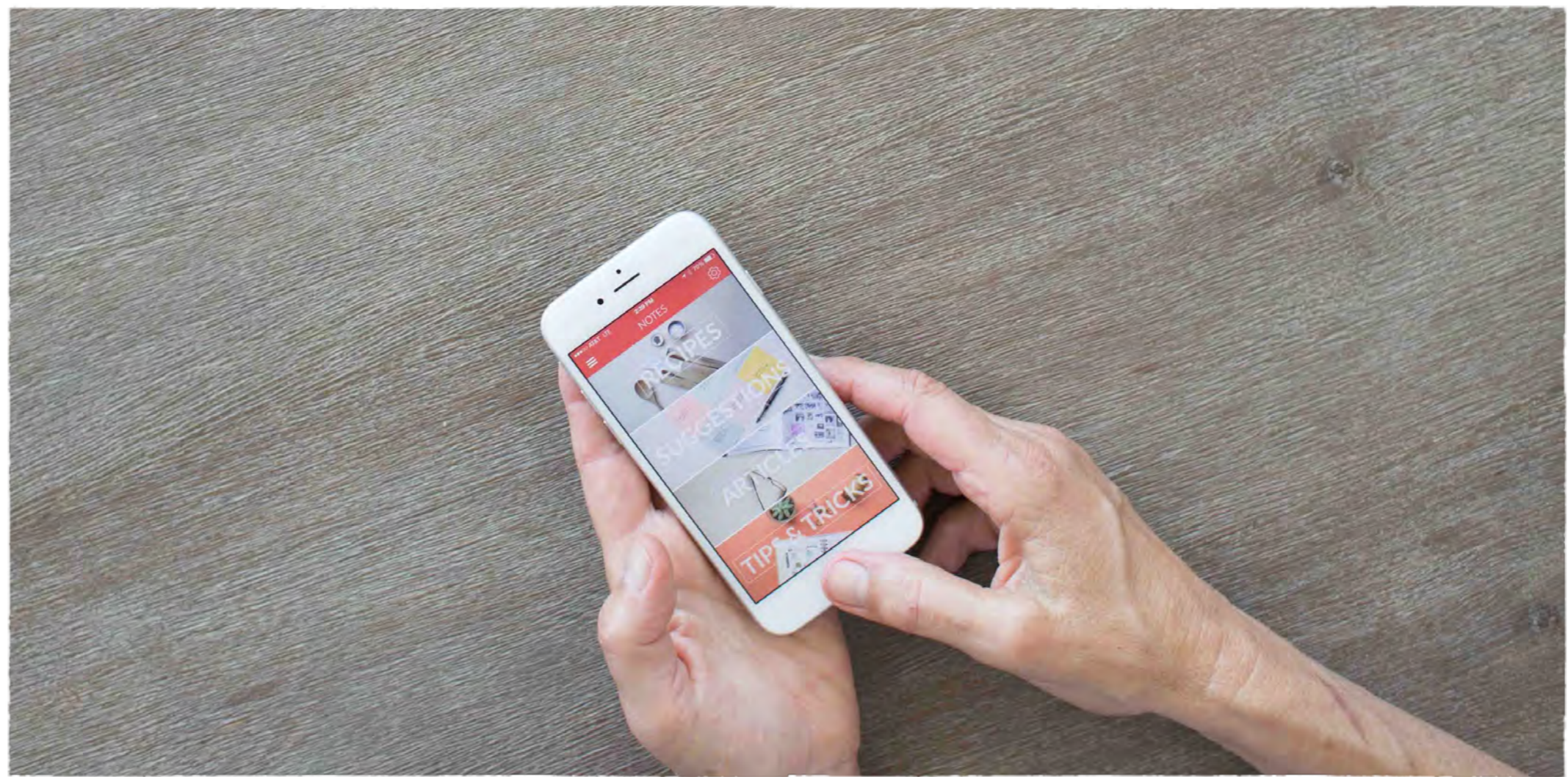


**BUY A TREE,  
SKATE FOR FREE**



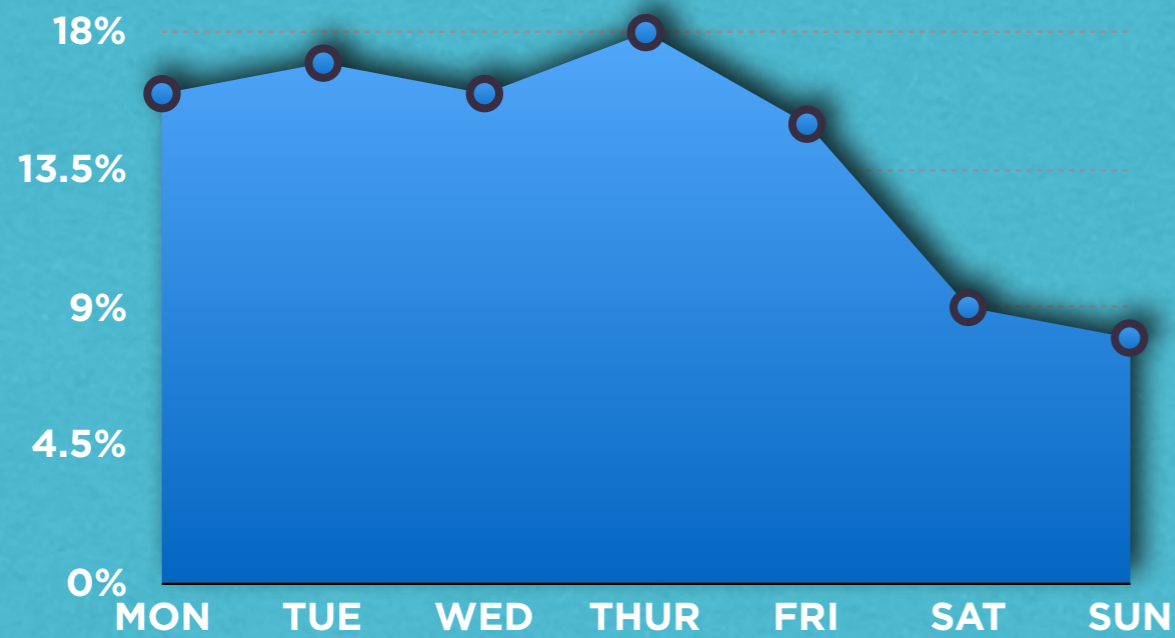
# E-Newsletters

**STILL USEFUL. REQUIRE CONTENT.**





# Know When to Interact



**OPEN RATE BY DAY OF THE WEEK**

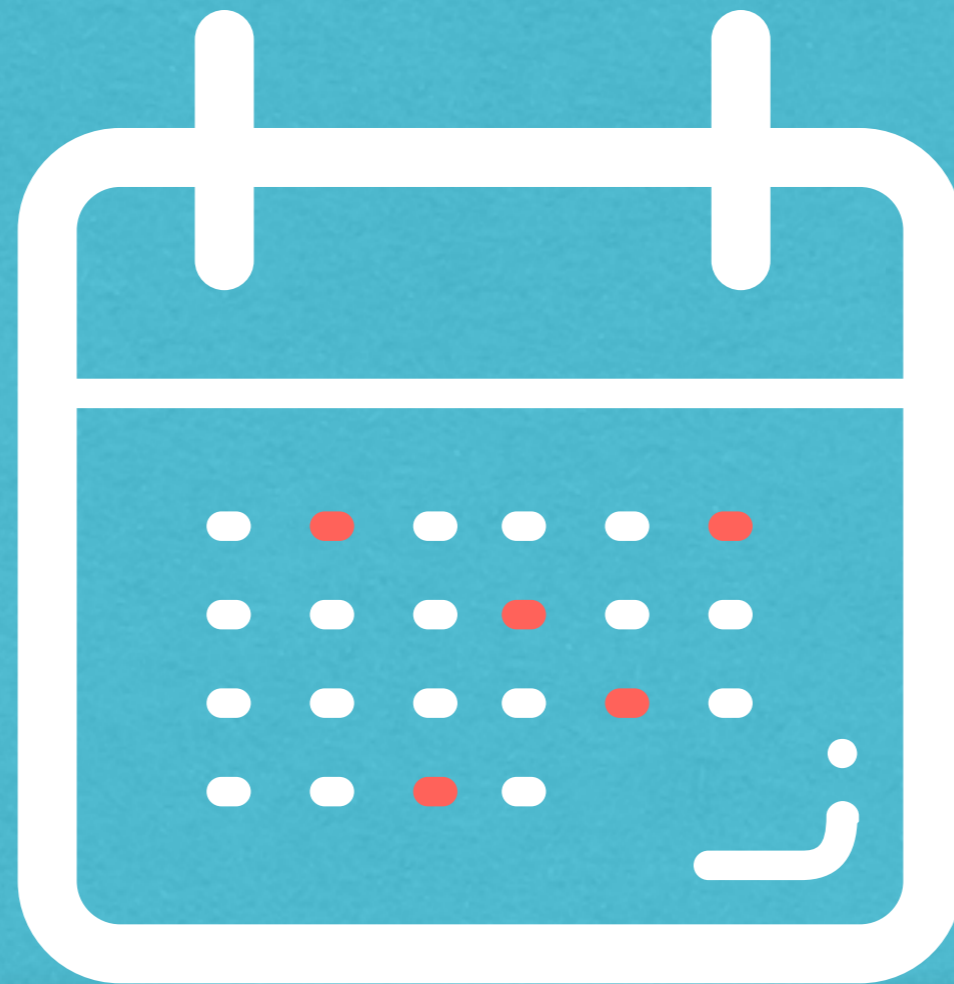


**OPEN RATE BY TIME OF DAY**



# An Editorial Calendar

**SAVE TIME & STAY ON TRACK**





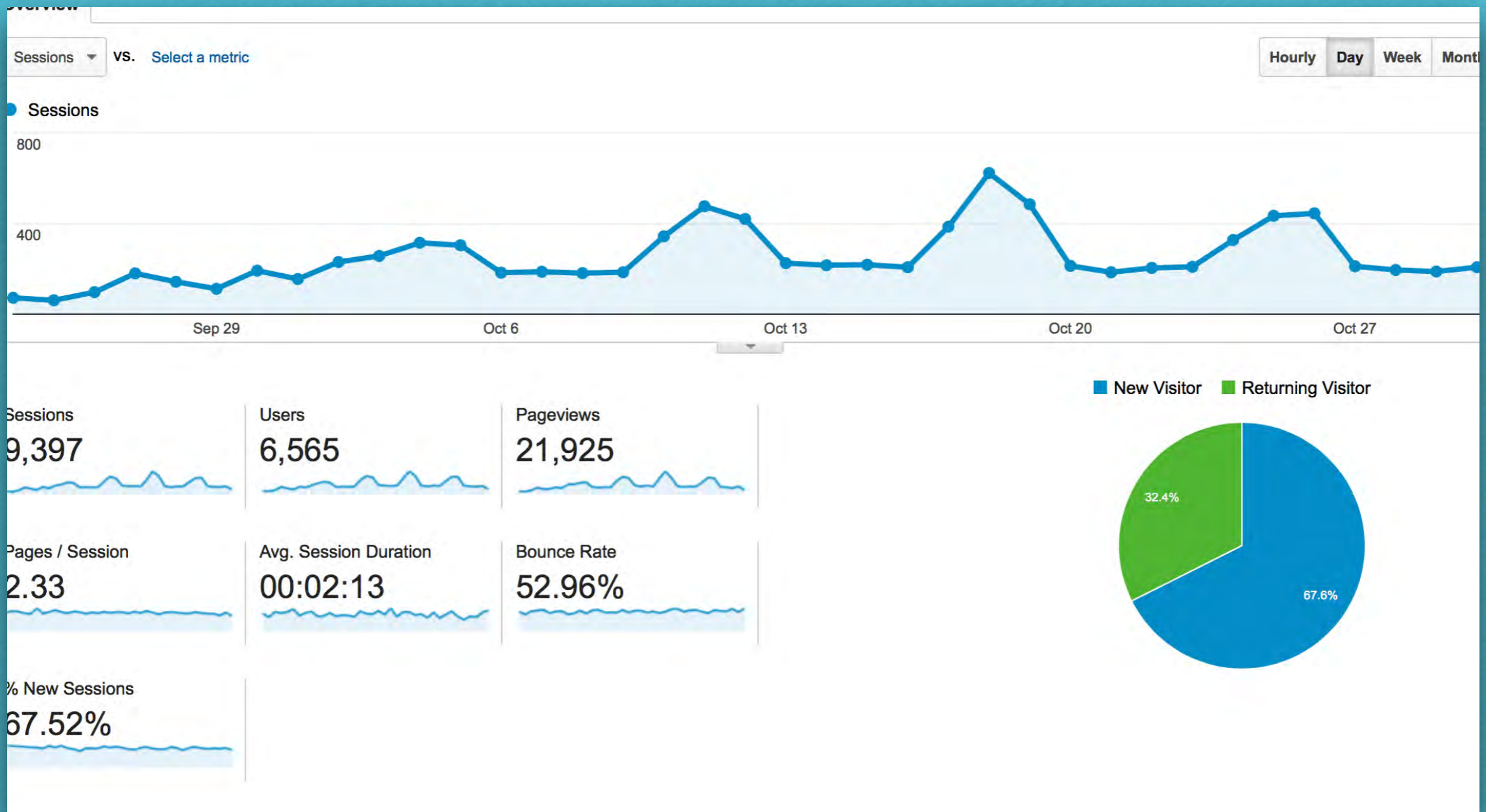
# Evaluate & Refine

**MEASURE PERFORMANCE & INVITE FEEDBACK**



# Analytics

MAKE SENSE. MAKE CENTS.





**Always be improving.**



a website is a **tool**

use it appropriately for the job at hand.



THANK YOU.

*Questions?*