

# Marketing Your Website

[www.Mass.gov/Massgown](http://www.Mass.gov/Massgown)

# Things to think about

- ▶ Now you have a new site, how to market it?
  - Timing
    - ▶ Focus on search engines or traditional marketing?
  - Budget



[www.Mass.gov/AGR](http://www.Mass.gov/AGR)  
[www.Mass.gov/Massgrown](http://www.Mass.gov/Massgrown)



# 1<sup>st</sup> Steps in Promoting Your Site

## No Cost options:

- ▶ Your phone message is #1.
- ▶ Press releases – combine it with an update of the farm
  - Upcoming Events
  - Coupons
- ▶ Sales fliers or advertising you already use. Include it!
- ▶ Agriculture Associations, be sure its updated with them
- ▶ Buy Local Associations
- ▶ Community town sites
- ▶ Your Departments of Agriculture



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[www.Mass.gov/Massgrown](http://www.Mass.gov/Massgrown)



# Correspond via email?

Any emails you send out should have an added "signature" with your website listed.

▶ Example:

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Rick LeBlanc  
Massachusetts Dept. of Agricultural Resources  
251 Causeway St., Suite 500  
Boston, MA 02114-2151  
617-626-1759

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# Minimum Cost Options

Wherever your farm mailing address is printed, your website should be part of it.

- ▶ Business cards
- ▶ Brochures
- ▶ Signs/Posters
- ▶ Truck / Car decals
- ▶ Bumper Stickers – for family and customers.



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# Look at Marketing / Business Association Memberships

- ▶ With so many, be sure to weigh the cost with their exposure to the public, ask for Stats!
  - Trade Associations
  - Chambers of Commerce
  - Regional Tourist Councils



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Once someone has come to your site, what would make them come back?

## ▶ Seasonal Information

- Calendar of Events - <http://www.hartmansherbfarm.com/events.htm>  
<http://www.verrillfarm.com/>
- Recipes - <http://www.hardwicksugarshack.com/>

## ▶ Coupons

- Examples:
  - ▶ “Web” specials - <http://www.sugarbushfarm.com/WebSpecials.aspx>
  - ▶ Print out coupons - <http://www.verrillfarm.com/coupons.htm>
  - ▶ Monthly/weekly specials - <http://www.wilsonfarm.com/croppedup.html>



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# Search Engines

- ▶ How do I get to the top of the List?
  - Happens to be #1 question, but no #1 answer.
  
- ▶ Key factors:
  - ▶ Keywords
  - ▶ Meta tags
  - ▶ Website name and page names
  - ▶ # of times text is repeated
  - ▶ History of site
  - ▶ Links from others to you



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# Registering with Search Engines

- ▶ Visit search engines and “Submit your site”
  - **Google** - [www.google.com/addurl/](http://www.google.com/addurl/)
  - **Yahoo!** - [www.yahoo.com](http://www.yahoo.com)
- ▶ Steps and suggestions online at:  
<http://searchenginewatch.com/showPage.html?page=webmasters#essentials>
- ▶ [www.quickregister.net/](http://www.quickregister.net/)



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Once you had a site for some time, be sure to see how people are finding you!

▶ Time to check your Website statistics Report from your hosting company.

■ Example:

<http://www.mass.gov/?pageID=itdsbtopic&L=5&L0=Home&L1=Application+Services&L2=Portal+Products+%26+Services&L3=Maintain+and+Promote&L4=Web+Site+Statistics&sid=Aitd>

■ September:

■ [http://www.mass.gov/Aitd/docs/WebMetrics/2008\\_09/department\\_of\\_agricultural\\_resources/GENERAL.html](http://www.mass.gov/Aitd/docs/WebMetrics/2008_09/department_of_agricultural_resources/GENERAL.html)

■ Referrals: [http://www.mass.gov/Aitd/docs/WebMetrics/2008\\_08/department\\_of\\_agricultural\\_resources/REFSITE.html](http://www.mass.gov/Aitd/docs/WebMetrics/2008_08/department_of_agricultural_resources/REFSITE.html)

You will gain invaluable information into how people are finding you!



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# Google News

## Google News Alert for: **agriculture massachusetts**

- ▶ [Farm census: New England farm numbers on the rise and weather - Quincy,IL,USA](#)  
That's according to the federal government's 2007 Census of **Agriculture**, which shows there were 33112 farms in New England in 2007, up from 28254 farms in ...  
[See all stories on this topic](#)
- ▶ [Dairy farmer to head Beef Board](#)  
Dairy Herd Management - Lincolnshire,IL,USA  
Lucinda Williams, a dairy farmer from **Massachusetts** , was named chairman at last week's Cattle Industry Annual Convention in Phoenix. ...  
[See all stories on this topic](#)
- ▶ [Dairy Farmers Call For Pricing Change](#)  
WFSB - Hartford,CT,USA  
Connecticut dairy farmers said they hope local lawmakers will implement similar sustainability programs like those in **Massachusetts** and South Carolina.  
[See all stories on this topic](#)

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# Be Creative

Be random and open to ideas in marketing your website.

Sometimes the most creative might become the most effective.



Herbivores eat plants.  
Carnivores eat meat.  
**Locavores eat local.**



- Local products travel fewer miles from field to table
- Local food is fresher & healthier
- Supports local growers & local economy
- Buying local helps our environment

**Go [www.mass.gov/MassGrown](http://www.mass.gov/MassGrown)**

Sponsored by the Massachusetts  
Department of Agriculture Resources



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