

Build your farm website in 90 minutes

Module 3: Develop Your 5 Essential Pages with Great Copy!

Tips for each basic page

1. Home:
 - a. visually beautiful or stimulating, with a major product/products highlighted
 - b. An email opt-in, preferably 'above the fold' (top half of the page)
2. Contact Us:
 - a. An image of you at work/in the fields/with your animals with your name(s)
 - b. A way for them to contact you (preferably an email form, and phone/email addresses if you would like)

Convenience Tip: Get a free Google Voice number through your Gmail account, and forward it to your cell phone! It can accept and send texts, transcribe voicemails, etc.
 - c. The address and a Google Map, with farm hours (or by appointment)
3. About Us:
 - a. Images of you and your workers/family
 - b. short bio on your family and how you got started
 - c. 2-3 paragraphs on your farming philosophy and/or mission, goals, objectives
 - d. Link to "Contact Us", "Our Products" and/or "Shop"
4. Our Products:
 - a. Images and short descriptions of the products, and the farming practices that you use.

Need some examples to review?

Here are some farm websites (please don't plagiarize, but they are useful for helping you develop your copy and see how other basic pages are designed):

www.jlgreenfarm.com

www.pasturebird.com

www.dayspringfarmva.com

www.creambrookfarm.com

littleseedfarm.com

www.beeskneesfarmkw.com

www.blueheronfarm.us