SUGGESTIONS FOR CREATING AN AGRICULTURAL BUSINESS WEBSITE

PICK A UNIQUE DOMAIN NAME

Your website's domain name is specific to you and is your internet "address". For example, UConn Extension's domain name is www.cahnr.uconn.edu/extension. To see what name options are available, conduct a domain search.

FIND A COMPANY TO HOST YOUR WEBSITE

Choosing a web hosting/builder platform is the most important step when starting a website. Search around and find the one that fits your business's needs and budget. Domain name can be purchased through this platform.
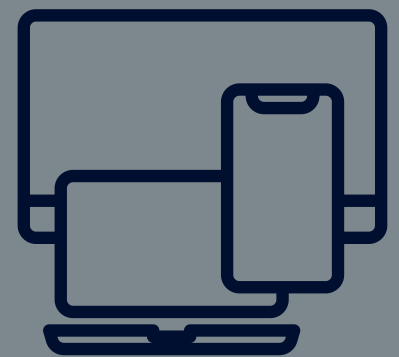
GENERAL PAGE GUIDELINES

Items that are at the top of the page should be large, have a strong contrast of color, and be surrounded by white space to have high visual prominence. Images should be high quality and your own.

WEBSITE DESIGN

The layout of your website can change when viewed from different devices. Be sure your website looks good on all screen sizes.
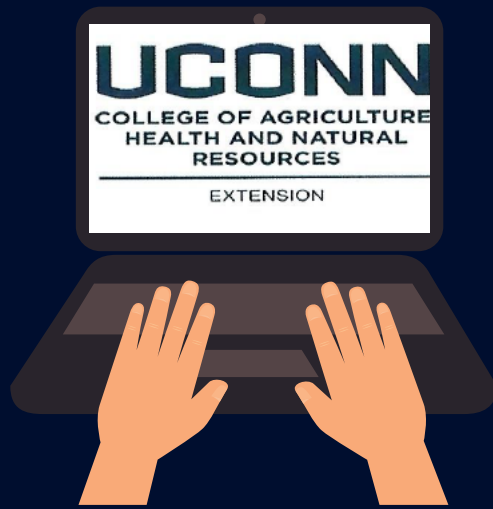
WEBSITE UPKEEP

Websites should be kept up to date and ideally updated with the seasons. It's important to maintain the professional appearance of your website by removing outdated information.

BUDGET FOR A WEBSITE

A domain name and hosting platform comes with a yearly fee. There are options for all price ranges. Budget accordingly.

SUGGESTIONS FOR CREATING AN AGRICULTURAL BUSINESS WEBSITE

THE HOME PAGE IS THE MOST VIEWED

Everyone sees this page when on your website. You want to make a positive impression on the viewer. Your logo, motto/tag line, location, and the basics of what you offer should be included on this page.

ABOUT US PAGE

This page builds a connection with the viewer. A summary of the people involved in the company, history, achievements and what makes you stand out from your competition should be included.

PRODUCTS PAGE & E-COMMERCE

This page allows you to put details about the products you offer. Information should include short descriptions of products and what to expect when purchasing. An e-commerce option costs additional money and allows you to sell products online.

TURN VISTORS INTO CUSTOMERS

An address, phone number, email, and hours should be included. A contact form can be included so visitors can get in touch with you easily. Links to social media platforms are useful.

WEBSITE NAVIGATION

A clear navigation menu should be available at the top of all pages to guide viewers to more of your content. A footer can be found at the bottom of pages and also acts as a site map.

ADDITIONAL INFORMATION CAN BE FOUND AT...

http://bit.ly/WebsiteBMPs