



# Effective Websites + Social Media for Agritourism



***“Your website is the foundation of your brand and very often the first encounter a prospective customer has with your company.”***

***So... how do you look?***



# Effective Websites

## 1. Authentic brand story

- Interesting content
- Engaging language
- Personal touch

## 2. Brand differentiator

- How are you different from your competition?

## 3. Appealing visual imagery

- Photos, graphics, use of color, design elements



search

707-725-2444  
[Contact Pacific Pastures](#)

**PACIFIC PASTURES**

100% GRASS FED BEEF — NORTHERN CALIFORNIA

HOME ABOUT OUR BEEF WHERE TO BUY VIDEO CONTACT



*Do you know where your beef comes from?*  
Pacific Pastures cattle are sustainably raised on Northern California pastures from the mountains to the Pacific. **Our beef is fresher...**



NO HORMONES

NO ANTIBIOTICS

**UNBEATABLE TASTE** *Delicious*  
Enjoy the bold, meaty flavor of Pacific Pastures 100% Natural Grass Fed Beef—grilled, pan-fried, braised or slow-cooked in a rich stew, it's a flavor explosion!

[Where to Buy](#)

**HUMANE TREATMENT**   
Our cattle live their entire lives on pasture and engaging in their natural behaviors... grazing, basking in the sunshine and socializing with the herd.

[Learn More](#)

**BENEFITS**   

- Higher in omega-3 fatty acids
- Lower in saturated fat and calories
- Higher in Vitamin E for heart health

[Learn More](#)



*Clint's son out on the pasture doing his part for the company*

"The growth of Pacific Pastures has been gratifying. Our customers appreciate the [taste and quality](#) of the meat, its significant [grass fed health benefits](#) and the [humane care of the animals](#)—which means more ~~to our~~ ranchers can earn a living raising cattle in the most natural, humane way."

Thank you for your interest in Pacific Pastures 100% Natural Grass Fed Beef. [Contact us](#) if you have questions or feedback - we would love to hear from you.

*About Page:  
Personal touch  
with photo of  
owner's son  
and owner's  
signature*




# Effective Websites

## 4. Usability best practices

- Logically, organized content
- Easy access to content
- Organized visual design (leads the users to do what you want them to do)

# Before



Diabetes Educational Services

FREE Online Mini Course Type 1 or Type 2? a case study approach

Follow us on Twitter! What Course Attendees Say Events Calendar

Home Seminars Educational Tools Resource Center Web Clinics Shopping About Us Contact Us

- Who We Are
- What We Do
- Who We Serve
- How You Benefit
- How We're Different
- How We Create Value

DES is founded by Beverly Thomassian, RN, BC-ADM, MPH, CDE, an author, lecturer, educator and nurse.

**Announcing our NEW Online... Diabetes Education University**

We invite you to visit our learning library, filled with home study web clinics. Earn CE's from your desk!

[Learn More >>](#)

**Diabetes Education Courses and Seminars**

**Diabetes in 21 Century**  
One day seminar on the latest in diabetes care  
February 7, 2011  
San Bernardino, CA  
Earn up to 7.5 CE's  
[Sign Up Now >](#)

**Level 1: Entry Level** - Get started in the exciting field of diabetes education.

**Level 2: Diabetes Educator Course** - Prepare for the exam and upgrade knowledge while having fun.

**General Diabetes Education** - One day diabetes seminars for all levels of health care professionals.

**Upcoming Courses**

**Level 1 - Entry Level, San Francisco, CA**  
Jan 22-23 & Feb 19-20, 2011  
[Register Now](#)

**Level 2: Diabetes EdCourse**  
San Jose, CA  
April 13-15, 2011  
[Register Now](#)

**Diabetes in 21st Century**  
San Bernardino, CA  
February 7, 2011  
[Register Now](#)

**In The News - Articles, Interviews, Video about Diabetes Education**

[Follow us on Twitter!](#)

**Online Diabetes Education University**  
For RNs, RDs and Pharmacists

- Earn CE's from your Desk
- Prepare for Certification
- [1.5 CE Courses >](#)
- [4.5 CE Courses >](#)

**Diabetes Education Products**

**Diabetes Education Review Guide** - 2nd Ed, published in 2009 by AADE

**DiaCell** - Teaching tool to help explain defects of diabetes and encourage lifestyle changes

**DiaBingo** - Get this educational tool that increases patient's knowledge of diabetes terms and goals of care. 2 sided, in English and Spanish

**Check out our Resource Center**


- Downloads ...research, guidelines, latest information
- Related Links
- In the News ...articles, interviews, videos, and more

HOME SEMINARS EDUCATIONAL TOOLS RESOURCE CENTER WEB CLINICS SHOPPING ABOUT US CONTACT US PRIVACY

Novice Professional Expert Onsite Course  
Oral & Insulin PocketCards  
Downloads  
Related Links  
Novice Professional Expert Onsite Course Educational Tools

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# After



Diabetes Educational Services

Advancing Your Career in Diabetes Education

search Search

What is your passion?

Home Your Career Path Live Seminars Online Courses Teaching Tools Resources Hire Beverly About Us Contact Us

"Let's move forward in your Diabetes Career together."

**Newsletter Signup**

Receive the latest diabetes information and keep up with the vast and exciting changes in diabetes care. [Click Here](#)

**Upcoming Courses & Events**

**Upcoming Courses**

- Apr 19 - Apr 21  
Diabetes Educator Course - Portland, OR - Live Seminar
- Apr 21  
Advanced Level Workshop - Portland, OR - Live Seminar

**Free Live Webinars**

- Apr 04  
Preparing for the CDE exam-FREE Live Webinar
- May 09  
Preparing for the BC-ADM Exam - FREE Live Webinar

[View Full Calendar](#)

**Where Are You in Your Diabetes Career?**

**Level 1 Getting Started >> [Click for more info](#)**  
You are a health care professional getting started in your diabetes career...

**Level 2 Becoming a CDE >> [Click for more info](#)**  
You are planning to take the CDE (Certified Diabetes Educator) Exam in 6 months to 3 years...

**Level 3 Advanced Practice >> [Click for more info](#)**  
You are moving towards advanced practice or you already practice at an advanced level and may be interested in board certification...

**Level 4 Established Professional >> [Click for more info](#)**  
You are a health care professional and/or Certified Diabetes Educator (CDE) who needs continuing education hours to renew your license or CDE...

**Online Continuing Education Courses**

**Advance Your Career**  
All Levels, Level 1, Level 2, Level 3, Level 4

**Free Resources**

- Live Webinars
- Medication Pocket Cards
- Article Library

**Attend an Upcoming Live Seminar with Beverly**

Choose one of our upcoming live seminars with Beverly. [Click here](#) for a listing of upcoming seminars...

**Sign Up for Online Continuing Ed (CE) Courses**

You need continuing education courses to advance your career. View our continuing education course list...

**Hire Beverly for a Seminar at Your Facility**

Learn more about our Diabetes in the 21st Century™ Seminar...

**Buy Teaching and Learning Tools**

Books, PocketCards, Pancreas Partner, DiaCell, DiaBingo

**FARRELL DESIGN GROUP**



## Effective Websites

### 5. Latest web trends to successfully connect with your target audience

- Video, blog, social media widgets, forums, calendars, reviews (yelp)

### 6. Search Engine Optimization (SEO)

- Page Content for keywords
- Meta Data
- Changing page content
- Relevant incoming links





Chico Nut Company | Wholesale California Raw Shelled + Inshell Natural Almonds + Walnuts for US + International Markets

www.chiconut.com

*Title tag*



*International markets*

Spain France China Japan USA


Search

ChicoNut COMPANY

HOME OUR PRODUCTS QUALITY ASSURANCE ABOUT US GROWERS LOCAL WEATHER CONTACT US

Almonds



Walnuts

Almond Lifecycle  
How Almonds Grow

Impeccable Quality and Varietal Integrity

*Follow the Almonds*

- A Valley of Blossoms
- Bountiful Harvest
- NTegra On-Site Testing and more...

*SEO keyword text in footer*

*Video graphic call to action*

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Contact Us

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# Social Media

Some of the most popular:

- Facebook
- YouTube
- Blog
- Twitter
- LinkedIn
- Flickr

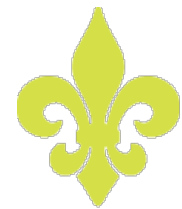


# Social Media

Choose two or three and do them well.

- Listen to your customer
- What are your goals and objective to reach your customer
- Develop a posting schedule you can follow
- Develop interesting content
- Post
- See what the response is
- Do it again and again!





# FARRELL DESIGN GROUP

brand development **design** marketing services

530.891.1220 • [FarrellDesignGroup.com](http://FarrellDesignGroup.com)