

Get answers to questions about your website:

- How do people find my website?
- What are people looking for?
- How many people have visited?
- How can I get more visitors?
- Where do my visitors live?
- What parts of my website are most and least popular?
- How do I use Search Engine Optimization to get more visitors?

This workshop will demonstrate tools that you can use to answer these questions about your farm website. Hands on practice time and technical support will be available to help you use these tools with your own website during and after the workshop.

Sponsored by University of Vermont Extension, Vermont Farms! Association and Sustainable Tech Know.

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Photo credit: "Donkeys" by the Adams Farm, Wilmington, VT

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University of Vermont Extension
11 University Way, Ste #4
Brattleboro, VT 05301



EXTENSION
AGRICULTURE

Website Tools for Farms



Photo courtesy of David Dellinger

Hands-on workshop for farms in direct sales & agritourism

November 10, 2009
Three Stallion Inn, Randolph, VT



WORKSHOP OVERVIEW

Use your website to improve your farm's marketing strategy.

Find out how website analytic tools like Google Analytics can help you get to know your visitors and what they are looking for.

Learn how to increase the number of visitors to your site using Search Engine Optimization (SEO) and Search Engine Marketing (SEM) techniques.

The workshop will take place in a computer lab and you will work on your own website or on a proxy.



You will receive a copy of software and materials used at the workshop. You will learn how to upload and use these tools on your own website and practice using them.

Technical support will be available before and after the workshop for use with your own website.

Questions?

Email: gail.makuch@uvm.edu
Phone: 802-257-7967 or
toll-free in VT 1-800-278-5480



ABOUT THE WORKSHOP

DATE AND TIME:
Tues., November 10, 2009
10:00 a.m. to 3:00 p.m.



Check-in begins at 9:00 a.m.
Extra Help/Question & Answer
3:00 - 4:00 p.m.

SCHEDULE

- 9:00—10:00 Registration Check-in
Continental Breakfast
Pre-workshop Technical Assistance
- 10:00 – 12:00 **Get to know your visitors**
Free Software and Tools
Setting Up and Using Website
Analytics Tools including
Google Analytics & AWStats
- 12:00 – 1:00 Lunch will be provided
- 1:00 – 3:00 **Get more visitors**
Keywords
Search Engine Optimization and
Marketing (SEO & SEM)
Website Critiques
- 3:00 – 4:00 (Optional) Extra Help/Question & Answer

DIRECTIONS

The Three Stallion Inn, 665 Stock Farm Rd, Randolph, VT
Exit 4 off of I-89. Detailed directions will be sent with your
confirmation email or can be found at:

<http://www.threestallioninn.com/directions.htm>

Phone (800) 424-5575 or www.threestallioninn.com

Discounted rooms available for workshop participants
(\$115 single occupancy). Call or email the Inn directly and
mention you are attending this workshop.



REGISTRATION FORM

Website Tools for Farms Workshop

REGISTRATION DEADLINE: Tues, Nov. 3
Registration fee is \$20, includes all materials, lunch and beverages.*
Financial Assistance is available.

Name: _____

Name of Farm or Organization: _____

Address: _____

Phone: _____

Email: _____

Your website's URL (*www.example.com*) _____

I don't have a website yet

What speed is your internet?

Dial-up Cable/DSL Satellite

What kind of computer do you have?

Desktop Laptop Both Neither

Please return your registration form one of the following ways by Nov. 3:

Email to: gail.makuch@uvm.edu

Fax to: (802) 257-0112

Mail to:

**Website Tools for Farms Workshop
UVM Extension, 11 University Way #4
Brattleboro, VT 05301**

*** Your registration confirmation and payment instructions will be emailed to you after this form is received.**

If you require accommodations to participate in this program, email gail.makuch@uvm.edu or call 802-257-7967 or Toll-Free in VT 1-800-278-5480 by Nov. 3.

uvm.edu/extension