

Website Tools for e-Commerce and Agritourism

Hands-on workshop for farms in direct sales and agritourism

Tuesday, November 10, 2009

10:00 a.m. to 3:00 p.m.

Three Stallion Inn in Randolph, VT

Learn how to use online tools for your farm website. Find out how Google Analytics can help you get to know your visitors and what they are looking for. Increase the number of visitors to your site using Search Engine Optimization (SEO) techniques.

Do you want to know:

How people find your website?

How many people have viewed your website?

Where your website's visitors are located?

When do people look at your website?

What parts of your website are most and least popular?

The workshop will take place in a computer lab and you'll be able to work on your own website or on a proxy website. Technical support will be available before and after the workshop for use with your own website.

Registration Deadline: Tuesday, November 3
\$20 Registration Fee. Financial assistance available.
Lunch and refreshments included.

Registration and other questions:

Send an email to gail.makuch@uvm.edu including your name, phone number, and email address or call 802-257-7967 ext. 10 or toll-free in VT 1-800-278-5480.

Room Reservations:

Special room rate of \$115. Contact Three Stallion Inn at 1-800-424-551 or <http://www.threestallioninn.com/rooms/> and mention "corporate rate for Nov. 10 workshop".

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