



## Online Marketing Webinar Series: Basic Web Design

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# Basic Web Design

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## Marketing for All

Adaptable Marketing Training for Small Farms



## Today you will learn

- To hire a professional web developer
- A unique and creative eye for design
- How to be a pro photographer
- How to get 1 million web visits
- Where to find wild medicinal trees

## Talent Takes Time & \$



## Be Realistic

Photo credit: panna.org



## The Good News

- WYSIWYG
- Drag & Drop
- Smartphone Cameras
- E-commerce
- Ctrl+Z



## The Bottom Line

If you are sure you want to create a simple, polished, cost-effective, and professional-looking website

**AND**

you are willing to put some time into playing around with the program, making mistakes and searching for solutions...

you **CAN** do it yourself.

## Programs

- Weebly
- Wix
- Squarespace
  
- Square



Let's play around in a browser...

## Reminders

- Site should be extension of other marketing/your brand
- Start simple, and only add necessary complexity
  - **\*\*Do you NEED a website at all?\***
- Build your photo library
- Ready Content = Time & Money

## E-commerce

- Most sites offer built-in online sales
  - Integrated vs. Third Party Integration
- Pay attention to:
  - How this will integrate with your point-of-sale or other programs
  - How many items you can list
  - How many transactions you can process
  - Monthly vs. per-transaction fees



**ONLINE MARKETING**  
WEBINAR SERIES

• Upcoming Topics

- Understanding and Using Analytics
- Using Adobe Spark
- Photography Tips

Register Online Today





## Facebook 101 Workshops

- November 14 – Kingsport
  - November 15 – Knoxville
  - November 28 – Jackson
  - November 29 – Nashville
  - December 5 – McMinnville
- 
- Details coming soon!



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