

ON THE NET

Angus Cattle at Van Dyke Angus Ranch

Location: <http://www.vdar.com/index2.htm>

Van Dyke Home

Van Dyke angus ranch
Manhattan, Montana

Need more info?

Home	Sale Pen	Semen	Embryos	The Ranch
Other Stuff	Contact Us!	Directions	Ranch News	Web Links

Welcome to

Van Dyke angus ranch
and our site on the world wide web. Clarence, Keith, Lee,
and the rest of the Van Dyke family thank you for stopping by
and visiting.

We invite you to stroll through the [sale cattle pen](#) for a possible new herd sire or donor quality female. Look over our extensive listing of internationally prominent Angus sires, showing our herd bulls which have [semen](#) available for sale. Browse the embryo storage tank and take advantage of our latest offerings, or just take a leisurely visit of the [ranch](#) and find out more about us, our program, the cow herd and how we operate here in Manhattan, Montana.

Remember to sign our [guest form](#), or visit our general information page for maps, phone numbers, addresses and email addresses before you have to leave. We want you to feel free to [contact us](#) with any questions that you might have, enjoy your visit, and perhaps, consider doing business with us!

PS: Keep Stopping back, we'll always be updating the site with new information, updated embryos and cattle for sale, as well as the latest news on semen prices and availability and [special events](#) at the ranch!

[Home | Sale Pen | Semen | Embryos | The Ranch | Other Stuff]

Contact Us! ◀ We want to hear from you!

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plus2.com
sericultural web masters by Wiley Angus graphics

TOP 1000
WORLD SITES

Angus breeders are joining the information age — they're using the Internet as a marketing tool. To encourage the development of innovative home pages and to recognize producers who have taken the initiative to try new marketing methods, the *Angus Journal* initiated a web-site contest.

With the contest now in its second year, 17 Angus ranches and one regional Angus association entered. A panel of three judges evaluated the pages based on user friendliness, creativity and marketing.

The winners and the judges' comments are:

GRAND PRIZE Van Dyke Angus Ranch Manhattan, Mont.

— www.vdar.com

- ▶ Best combination of all three areas [creativity, user friendliness, marketing].
- ▶ Consistent use of color and style makes it easy to maneuver and still know where you are.
- ▶ Marketing emphasis lets you know what's available and why you should be interested in VDAR.
- ▶ "The Ranch" page tells you about the operation and the families who run it, which makes you feel more comfortable to do business with them.



HONORABLE MENTION — CREATIVITY

Hoff's Scotch Cap Angus Ranch, Bison, S.D.

www.scotchcap.com

- ▶ **Easily** the most dramatic, eye-pleasing home page with use of two main graphics — one for maneuvering, the other to introduce the ranch.
- ▶ Straight-forward design of buttons makes it easy to know what you have seen and what you still need to look at.

HONORABLE MENTION — USER FRIENDLINESS

Spring Cove Ranch, Bliss, Idaho

home.rmci.net/scr

- ▶ Well-organized home page with a wealth of information available in just a few clicks.
- ▶ Good use of color for eye appeal without being gaudy.
- ▶ Easy-to-read link buttons make it easy to understand what will happen next.
- ▶ Supporting information, including good directions and a map, help this page pull you in to look for more.

HONORABLE MENTION — MARKETING

Brad Z Ranch, Guthrie Center, Iowa

www.pionet.net/~jamesmb/

- ▶ The ranch and cattle are the prime considerations of this page, giving you plenty of reasons to buy into their program.
- ▶ Marketing effort goes so far as to group cattle by asking price, and a wealth of information is effectively presented about each animal.
- ▶ Although other breeds are mentioned, the Angus still get top billing and are well-documented.



If you are considering designing a home page or updating your current one, here are a few helpful hints from our panel of judges:

- ▶ Don't forget to tell people as soon as possible on your page who you are, where you are located and contact information.
- ▶ Keep in mind that non-Angus breeders may be visiting your web site. You may need to describe terms such as expected progeny differences (EPDs), or at least label them.
- ▶ Remember that there are still areas with poor (i.e., slow) access to the Internet, so use graphics prudently.
- ▶ Keep it fresh. Be sure to give people reasons to come back. One way to tell if a page is getting stale is to visit your own page on occasion — if you are getting tired of looking at it, so are others.
- ▶ Don't put too much information on the front page. Break it up with links to supporting pages.
- ▶ Keep in mind readability. Some pages are a little hard to read due to conflicting colors.
- ▶ The best way to improve your page is to look at other pages for ideas, as well as do's and don'ts. This includes looking at pages outside of the industry — pages like those of Ford, TV Guide, USA Today and Newsweek. They pay thousands of dollars for their home pages, so there must be something useful. But that doesn't mean it takes thousands of dollars to create similar effects.