The Web Page

by Angie Stump Denton, director of Web marketing

Promoting your Web site

You've taken the jump and have developed a Web site promoting your farm or ranch. Unfortunately, your efforts don't stop there. After your site is active, the next step is to drive traffic to it.

Submit your site

The first step to promoting your site is to register it with the main Web search engines. Some Internet service providers (ISPs) offer this service. You can pay a company to submit your site and to track its rating, or you can do it yourself.

If you decide to do it yourself, follow these steps.

Write a page title. Write a descriptive title of five to eight words for each page. Remove the "filler" words from the title, such as *the* and *and*. This page title appears on the Web search engines when your page is found. Entice surfers to click on the title by making it provocative. Place it at the top of the source code for the Web page between the <HEADER> and </HEADER> tags in this format: <TITLE>Your Farm Name — Your Source for Angus Genetics</TITLE>.

Develop a list of keywords. Brainstorm a list of 20 keywords or phrases that describe your site. Put those words in the source code of your Web site, between the <HEADER>

and </HEADER> tags, in a META tag in this format: <META NAME="KEYWORDS" CONTENT="Angus, semen, embryos, California, seedstock, cattle">. You can use both lowercase and capitalized forms of the most important words, since some search engines are case-specific. Make sure you don't repeat any word more than three times so you're not penalized for "keyword spamming."

Write a page description. Select the most important 20 keywords, and write a careful 200- to 250-character (including spaces) sentence or two. Don't repeat any words used in the page title. Put the description between the <HEADER> and </HEADER> tags in a META tag in this format: <META NAME= "DESCRIPTION" CONTENT= "Angus bulls, pairs, replacement heifers, semen for sale.">

Request links

After submitting your site to search engines and directories, contact related industry sites, such as the American Angus Association and Angus Productions Inc. (API), and request a link. Even if you must pay for a link, it may bring the kind of targeted traffic you crave.

5 keys to traffic-stopping pages
1. Excellent content
2. Clean and efficient
3. Fast-loading
4. Frequent updates
5. Easy to use

Promote your address

Don't forget to list your Web address on stationery, business cards and print advertising. Why not give your Web address on your answering machine message so potential customers can find out more about your breeding program? Consider other traditional media, such as direct mail or classifieds, to interest people in your site.

E-mail lists

Create a "request for information" page on your Web site where visitors can sign in and request e-mail updates about your Web site and events at your farm or ranch.

Distribute an e-mail newsletter

Although it can be time-consuming, put together a weekly, monthly or quarterly newsletter. This is a great way to keep in touch with current and potential customers.

Purchase banner ads

You may need to boost traffic by purchasing banner advertising. Advertise on sites that attract people who would be interested in visiting your site.

Buy a text ad in an e-mail newsletter

Some of the best advertising buys are for small, four- to 12-line ads in established e-mail newsletters. Ads can inform and motivate readers to click on the Web site link, and they tend to bring targeted visitors.

Ask visitors to bookmark your site

Ask visitors to recommend your site

Following these simple steps will help you get the desired Web traffic. If your site is up-to-date, easy to navigate and provides the appropriate information, those browsers could become customers.

e-mail: astump@angusjournal.com

Angus e-Classifieds

Are you looking for a way to promote your sale offerings online, but you don't want to make the investment in designing a Web site? The Web Marketing Department within Angus Productions Inc. (API) has developed a site to help Angus producers like you.

Angus e-Classifieds (*www.anguseclassifieds.com*) will be a useful tool for the buying and selling of Angus cattle, equipment and real estate.

The site will list bulls, cows/pairs, heifers, embryos, semen, real estate, equipment, horses, dogs and miscellaneous. There also will be a listing of job openings.

There are two advertising formats from which to choose. The first is a text-only format. You can list up to 250 words for $10/month.

The second option is to include a three-generation pedigree, expected progeny differences (EPDs) and footnotes. This style of ad will cost $15/listing for nine or fewer listings, $7/listing for 10-25 listings and $5/listing for more than 25 listings.

You can choose to run your ad for 30, 60 or 90 days. A picture of your offering also can run for an additional $10.

A special feature of the Angus e-Classified site will be a category of "Listing by Ranch." Each ad will be listed under its individual category, as well as by ranch name, sortable by state.

To submit an ad, visit *www.anguseclassifieds.com* and click on "place an ad." Or call 1-800-821-5478, e-mail abra@angusjournal.com, or mail your listing to Angus e-Classifieds, 3201 Frederick Ave., Saint Joseph, MO 64506-2997. Also, you may submit your classified by fax to Abra Ungeheuer at (816) 233-6575.