

A woman with long blonde hair, wearing a straw hat with a purple band and a pink and black plaid shirt, stands in a cornfield. She is holding a wicker basket filled with ears of corn. The background shows rows of corn plants and a hazy landscape.

THE FARM WEBSITE BASICS



WWW.

Tips to build your dream website today!

Your business website: invest in your digital real estate

Having a website for your business means having your own real estate on the Internet. Not only does it add credibility to your business—beyond having an online store and a social media presence—but it allows you to have control over what you share with your audience.

81% of people research a business online before making a purchase decision. Your website is available 24/7, providing questions to answers your customers are looking for.

And it's much easier and more affordable than you think. (Psst: you don't even need to be tech-savvy!)

Here are our recommended website builders:

Local Line Sites

You didn't think we'd have a list of website builders and not lead with our completely builder, did you? [Local Line Sites](#) is 100% free, with five templates to choose from with endless ways to customize.

Squarespace

[Squarespace](#) is a paid website builder, but very user-friendly and offers a 14-day free trial. With customizable templates and a drag-and-drop editor, you can change font, colour and the style of the site to fit your brand. With a plan purchase you get a free custom domain (www.yourfarmname.com), or you can connect a domain you already own.

A light purple circular graphic containing a yellow speech bubble with a brown border. Inside the bubble is the text 'http://'. A blue mouse cursor arrow points towards the bubble from the right. A small yellow circle is located to the left of the bubble, and a small dark blue circle is located below it.


http://

Wix

Wix also has a free trial and customizable templates, but unlike Squarespace, has a more affordable monthly plan at \$5/month, and includes a custom domain. (Squarespace plans start at \$12/month.)

WordPress

There's a learning curve to WordPress that makes it a little more challenging to use (initially) than the other three builders included in this list. With dozens of customizable themes, you can also add "plug-ins" that offer you even more features like metrics, search engine optimization help, spam protection and more. It helps to be a little more tech-savvy if you go with WordPress as a builder. Their starter plan is \$5/month.



Each builder has "responsive" templates as a default, meaning they're mobile-friendly!

Let's compare the builders at a glance:

	Local Line Sites	Squarespace	Wix	WordPress
Free Trial	✓	✓	✓	✓
Free Plan	✓			
Templates	✓	✓	✓	✓
Customize	✓	✓	✓	✓
Support	✓			✓
Logo Maker	✓			
Domain	✓	✓	✓	✓



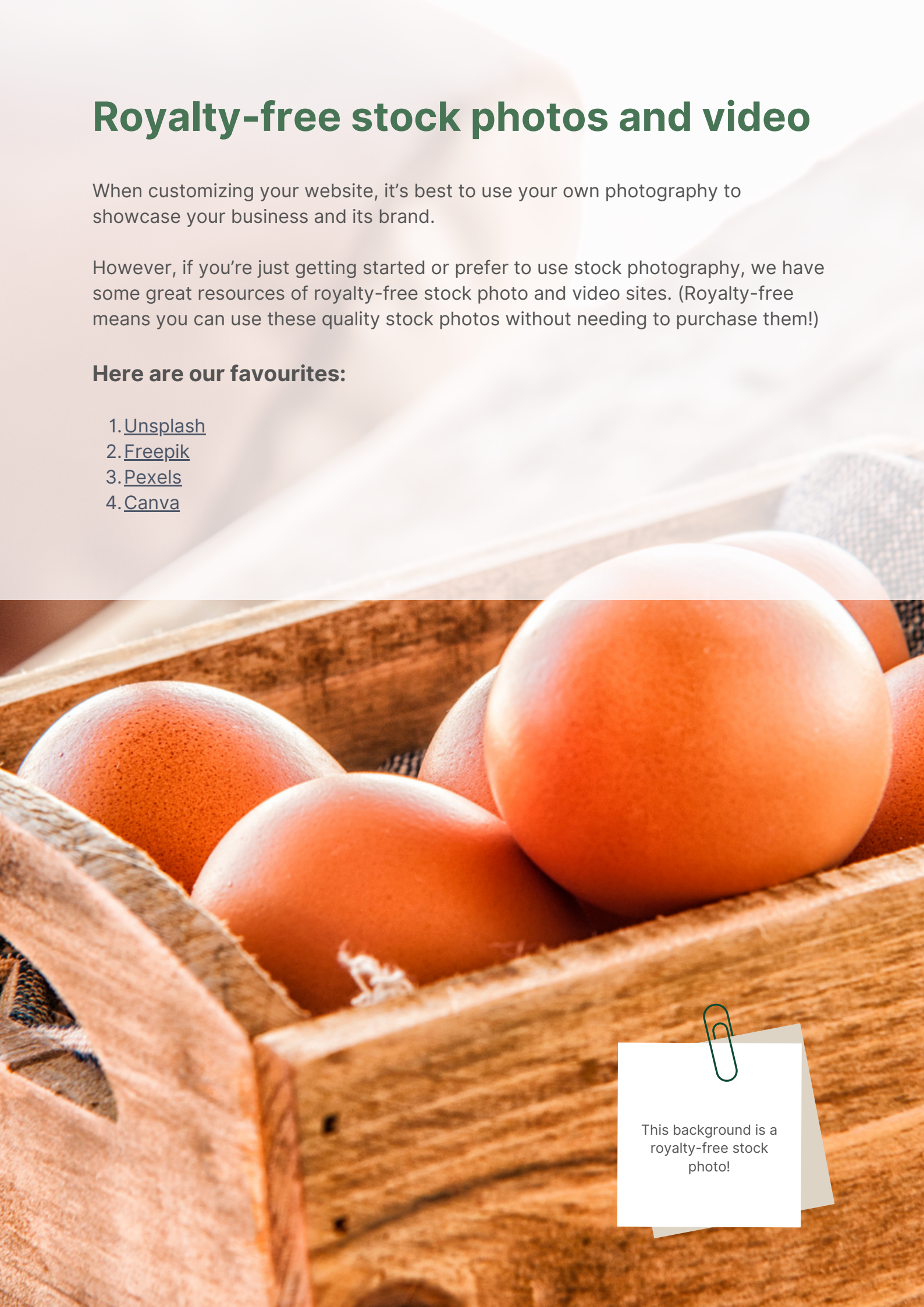
Royalty-free stock photos and video

When customizing your website, it's best to use your own photography to showcase your business and its brand.

However, if you're just getting started or prefer to use stock photography, we have some great resources of royalty-free stock photo and video sites. (Royalty-free means you can use these quality stock photos without needing to purchase them!)

Here are our favourites:

1. [Unsplash](#)
2. [Freepik](#)
3. [Pexels](#)
4. [Canva](#)



This background is a
royalty-free stock
photo!

Your website, done for you: copy-and-paste content to get you started

We've written website copy for you to use right on your website—easily customizable to your business and products.

You'll find content for each of these four major pages you should be sure to include on your website:

- [Homepage](#)
- [About Us](#)
- [Products](#)
- [Contact Us](#)

Don't forget to include a "Shop Now" link that hyperlinks out to your online store!

Homepage

Heading 1: Hey there, we're Farm Name!

Heading 2: An organic produce farm growing beets, carrots, and tomatoes in Caroline County, south of Atlanta, Georgia.

Call-to-action (button): Shop our online store!



About Us

Heading 1: Meet Your Farmers

[Farm Name] is a certified organic produce farm growing beets, carrots, and tomatoes in Caroline County, south of Atlanta, Georgia.

[Name]'s father founded the farm 40 years ago, and in 2012, [Name] and [Name] took over operations and converted [Farm Name] to be certified organic. We want to produce the best quality vegetables for our community!

[Name] spends most of his time out in the field, while his wife [Name] manages the administrative side of the business; our online store, website, and marketing.

Say hello or reach out to us via the Contact form on our website, on social media, or at the market each Saturday morning from 7–12! We can't wait to meet you.

Call-to-action (button): Shop Our Products

Products

Heading 1: [Farm Name] Products

All of our products can be bought through ordering (or pre-ordering!) through our online store. With the online store open 24/7 year-round, our on-farm pickup days are Fridays and market pick-ups are Saturdays from 7–12.

Call-to-action (button): Shop Now



Heading 2: Beets

A cool-season crop, our beets are planted in early spring and late summer and are harvested about two months later. Because our soil is rich in organic matter, we do not do any supplemental feeding.

These are the different varieties of beets we produce:

- Burpee Golden
- Mini Ball
- Detroit Dark Red

Call-to-action (button): Shop

Heading 2: Carrots

Crunchy, tasty, nutritious, and versatile. We present to you [Farm Name] carrots. Our carrot seeds are planted approximately one month before the last spring frost, and are harvested once the weather cools.

Call-to-action (button): Shop

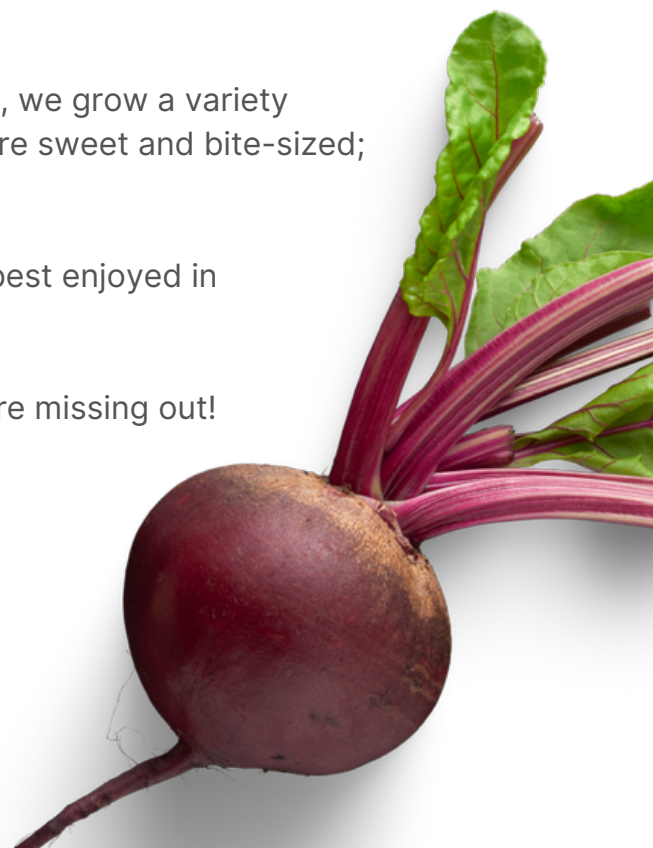
Heading 2: Tomatoes

We've never met a tomato we didn't like—so luckily, we grow a variety of popular varieties! Our organic cherry tomatoes are sweet and bite-sized; perfect for salads or alone as a snack.

Our plum tomatoes are naturally sweet, which are best enjoyed in salads or when making a sauce.

If you haven't yet tried our heirloom tomatoes, you're missing out!

Call-to-action (button): Shop



Contact Us

Heading 1: Contact Us

We'd love to hear from you! Please use the form below to reach us directly.

Contact Form Here

You can also reach us on Facebook, Instagram or Twitter at @[handlehere]!

[Farm Name]

[Farm Address]



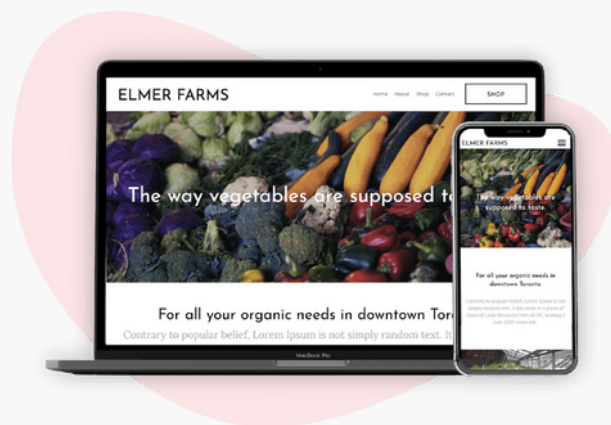
Let Local Line Build Your Website for You!

We know that this can be a daunting task. Beyond just having a beautiful website with images, colors, and fonts – you have to ensure your website is searchable and ranks well on Google. This can be a lot to do yourself, especially if you're on a time crunch or a budget.

At Local Line, we offer affordable custom-built websites for your farm and a free website builder for farmers! [Check it out here.](#)

Getting a professional, easy-to-use website launched is a necessity for today's growing farms! We know it can be time-consuming, so we're here to take care of it for you. We offer two affordable website builder packages. In each package, we offer a dedicated number of pages such as the Home page, About Us, and Shop pages, admin access so you can change anything whenever you want to, and a few rounds of website edits. In addition, we also help with copywriting, image selection, SEO, and branding.

Get your
dream farm
website
today!



Local Line

localline.ca
info@localline.ca
[@locallineinc](https://www.instagram.com/locallineinc)