



Designing a Website for Your Agribusiness

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Designing a Website for Your Agribusiness

•**Goal:** To provide information useful to customers and prospects via Internet. The corollary to this is that you do need to have a reason for having a site

•**Method(s):**

- Product offering showcase
- Hours of operation
- Location Maps
- Contact Information

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- **Before starting construction of the website, “plan the work, then work the plan” have a “method to your madness”**

- **Things to consider**

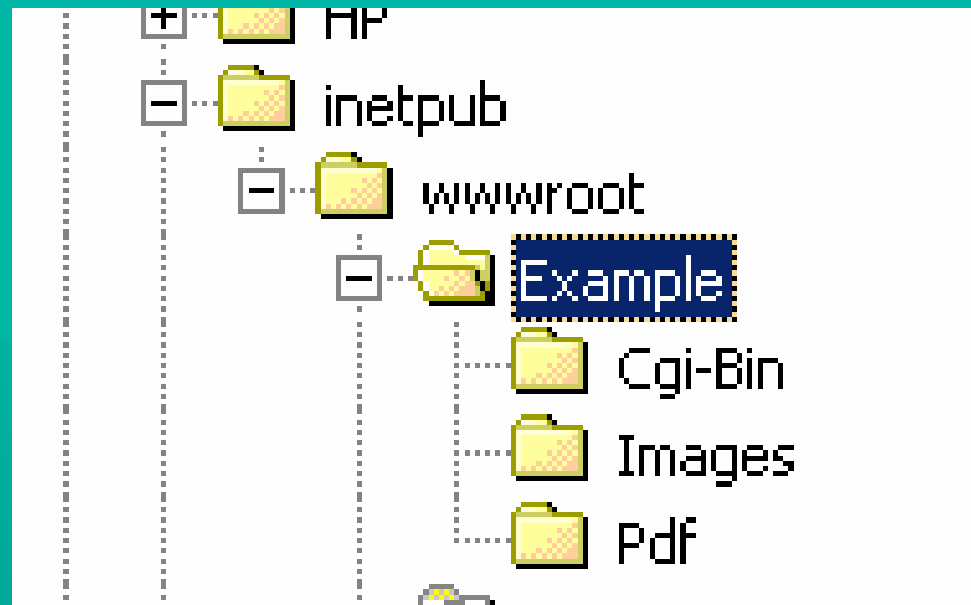
- “Put the pen to paper” first!
- Look and printout from existing websites things you “like” and things you “dislike”
- Talk to others about your ideas
- Get the domain name (ie www.feeddealer.com) first
- Don't rush the process

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- **Before starting construction of the website, “plan the work, then work the plan” have a “method to your madness”. Follow you plan!**
- **Things to consider**
 - Directory structure for file location
 - Images, graphics and documents to be provided
 - Collect emails and phone numbers that are acceptable to be shared
 - Who is going to host my site (limitations/capabilities)

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Suggested directory structure



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In this directory structure, you should:

- **Cgi-Bin** – online programs, databases, “behind the scenes” type information
- **Images** – photos, buttons, graphics used in the construction of the website
- **PDF** – Any documents presented in PDF format

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After defining the structure, you need to specify which directories web search engines will be able to index. This is done via a file named **robots.txt**

This file does not control the security on the website! It only controls web search engine activity.

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Robots.Txt

File that controls which directories robots/spiders/web crawlers can & cannot traverse

Sample file:

```
User-agent: *  
Disallow: /cgi-bin/  
Disallow: /images/
```

Where:

User-agent – which robots are allowed
Disallow - then specify directory that is not allowed

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Tools used for Constructing the Site:

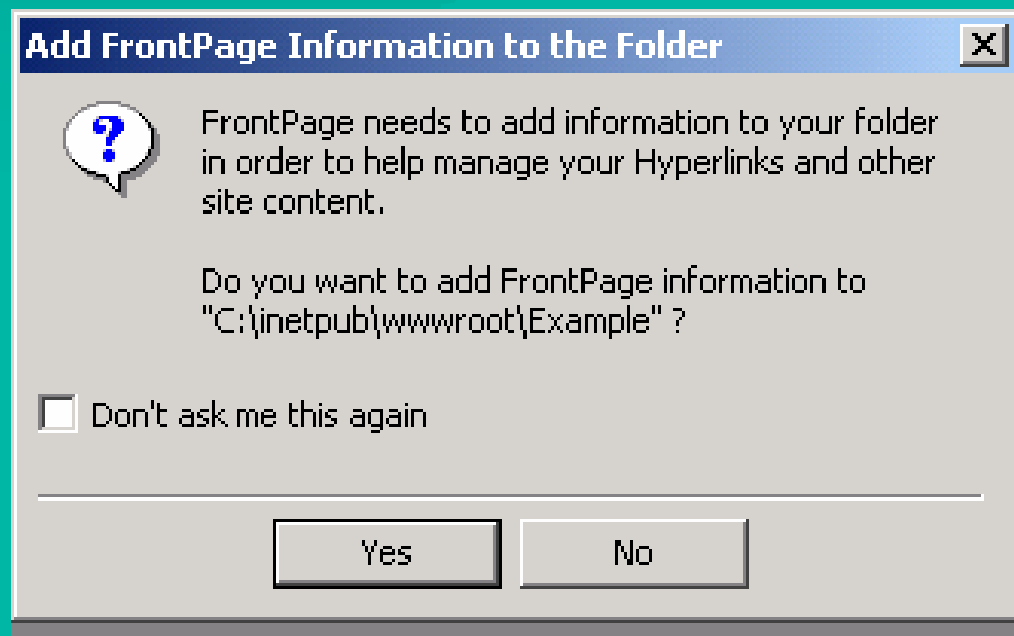
- Microsoft Word
- **Microsoft Front Page**
- Macromedia's Dreamweaver
- Various Freeware/Shareware editors
(see list at end of this presentation)

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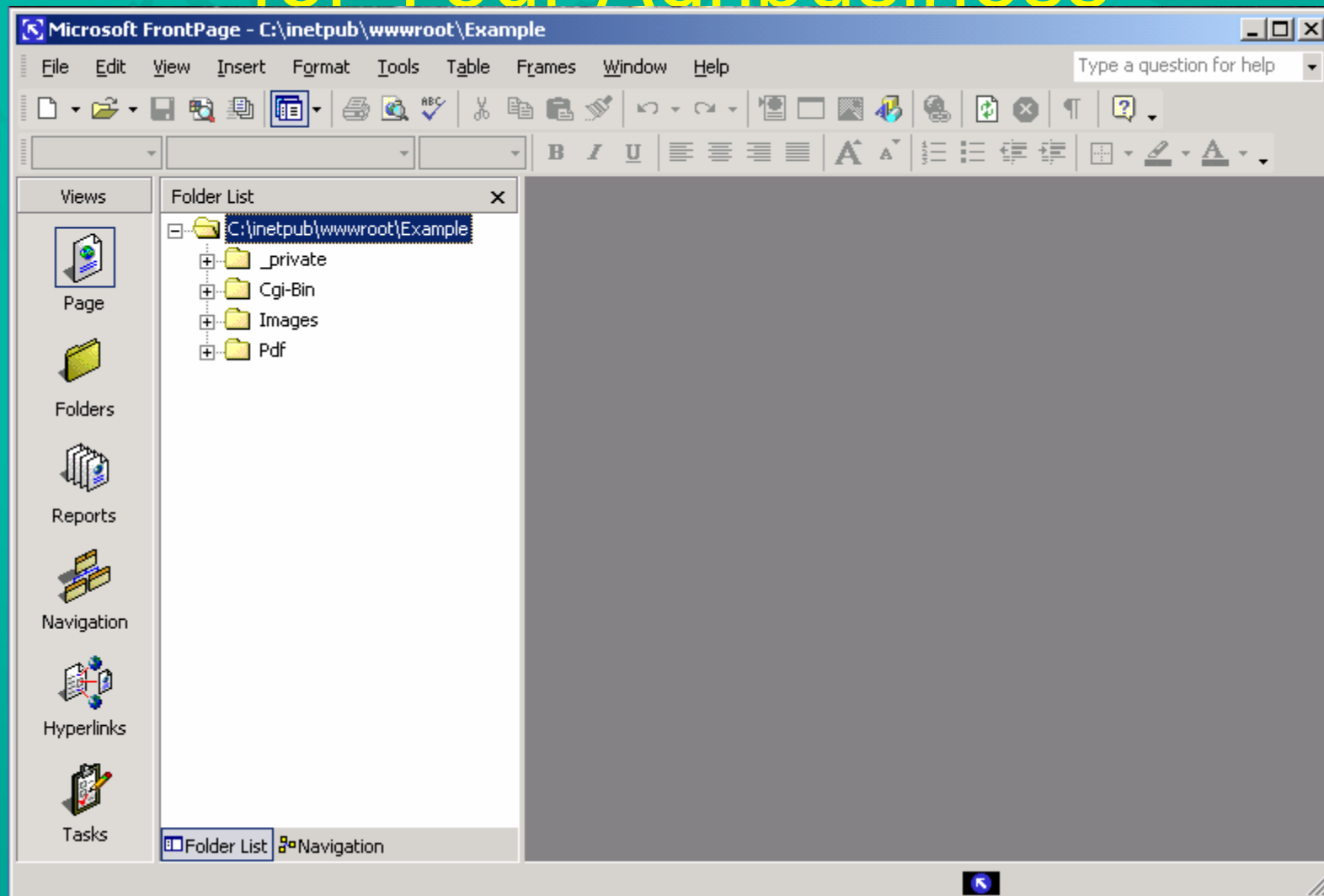
Tools used for Constructing the Site (cont):

- Adobe Acrobat
- Image editor (various ones exist, even Windows paint is useful)
- HTML validation tool

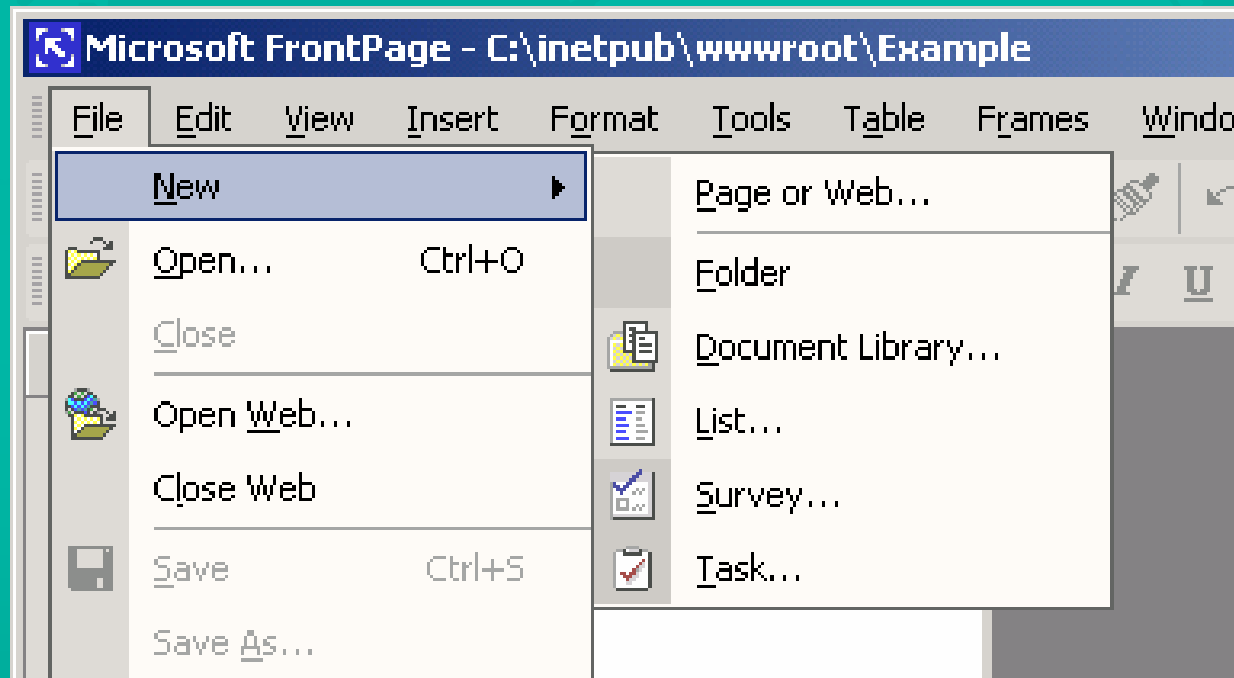
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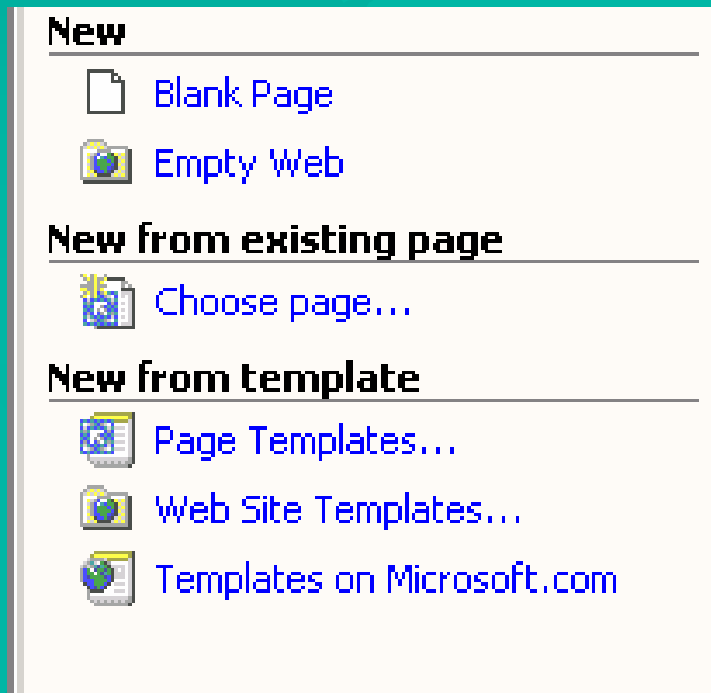
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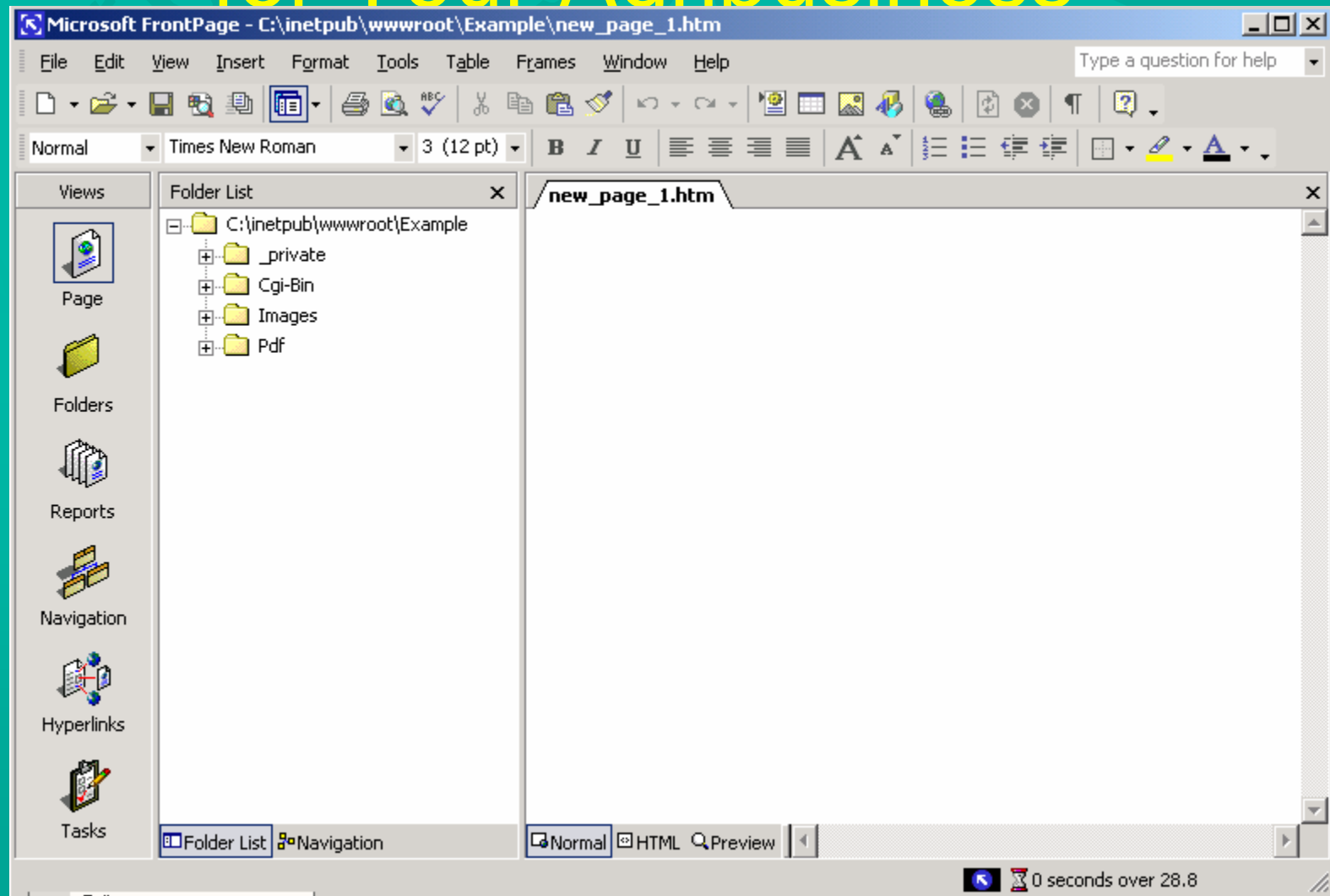
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Web Pages that should be included:

Home page – First page visitor will see

Contact page – phone/fax/email and address information page

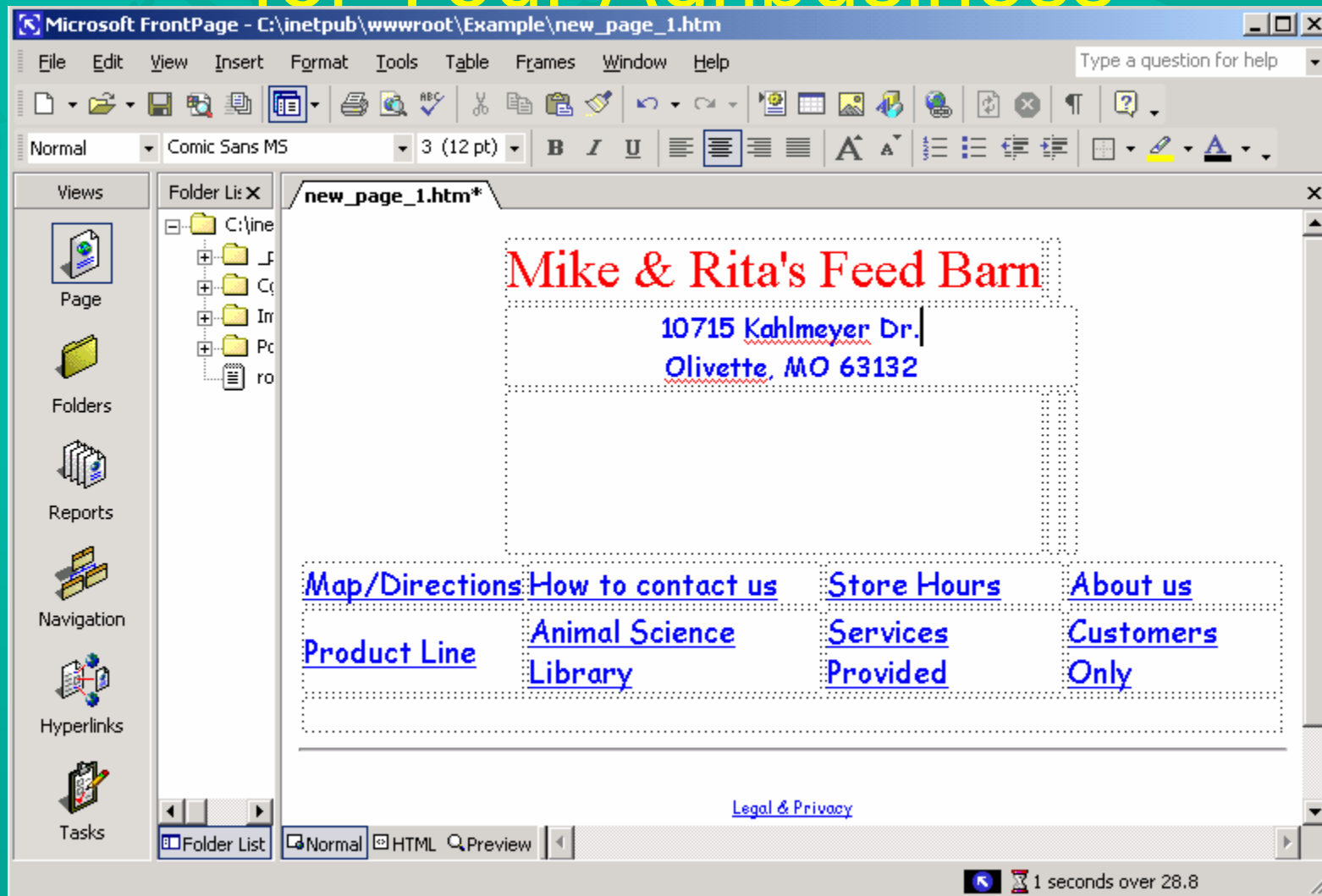
Map(s) page – where you are located and how to get to you

Products/Services page – What products or services are you offering or product line(s)

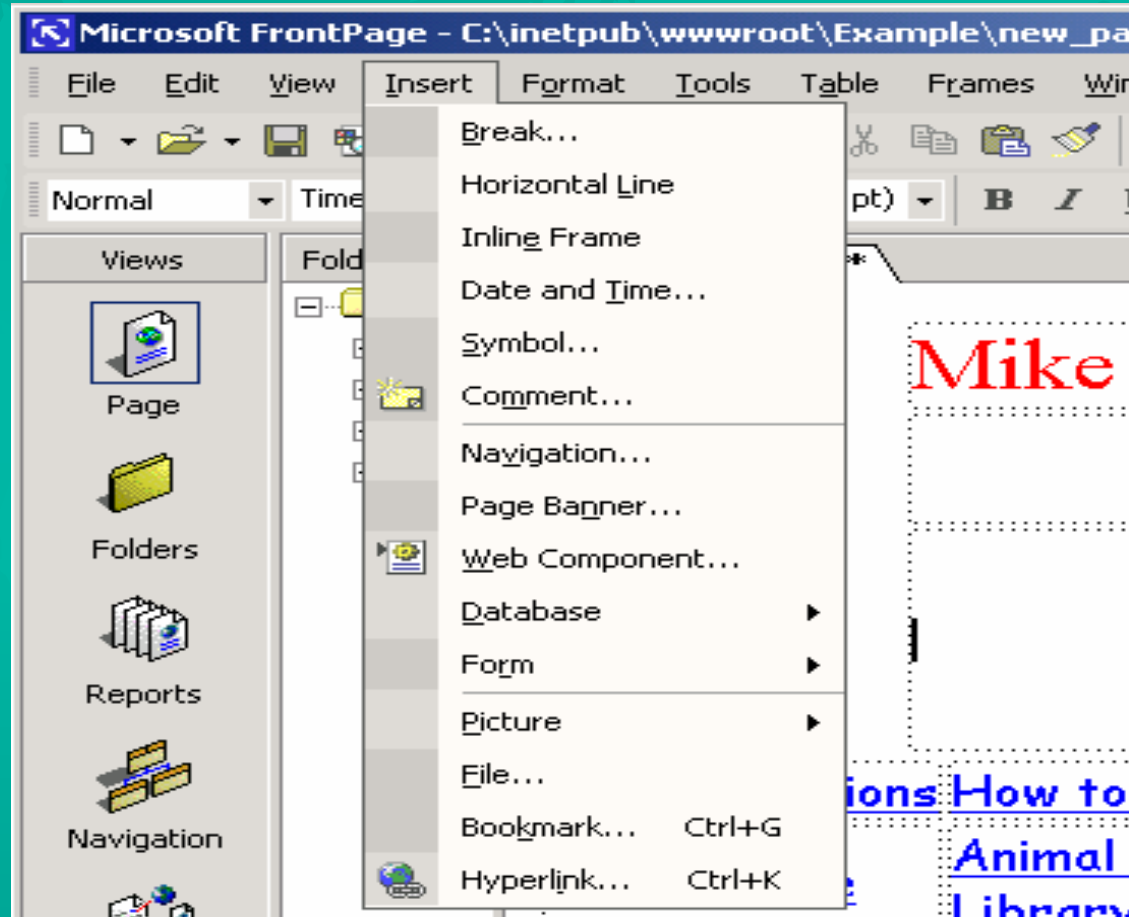
Operation Details – hours open, days of week, payment options etc.

Privacy Statement – Your statement of privacy and data collection policy

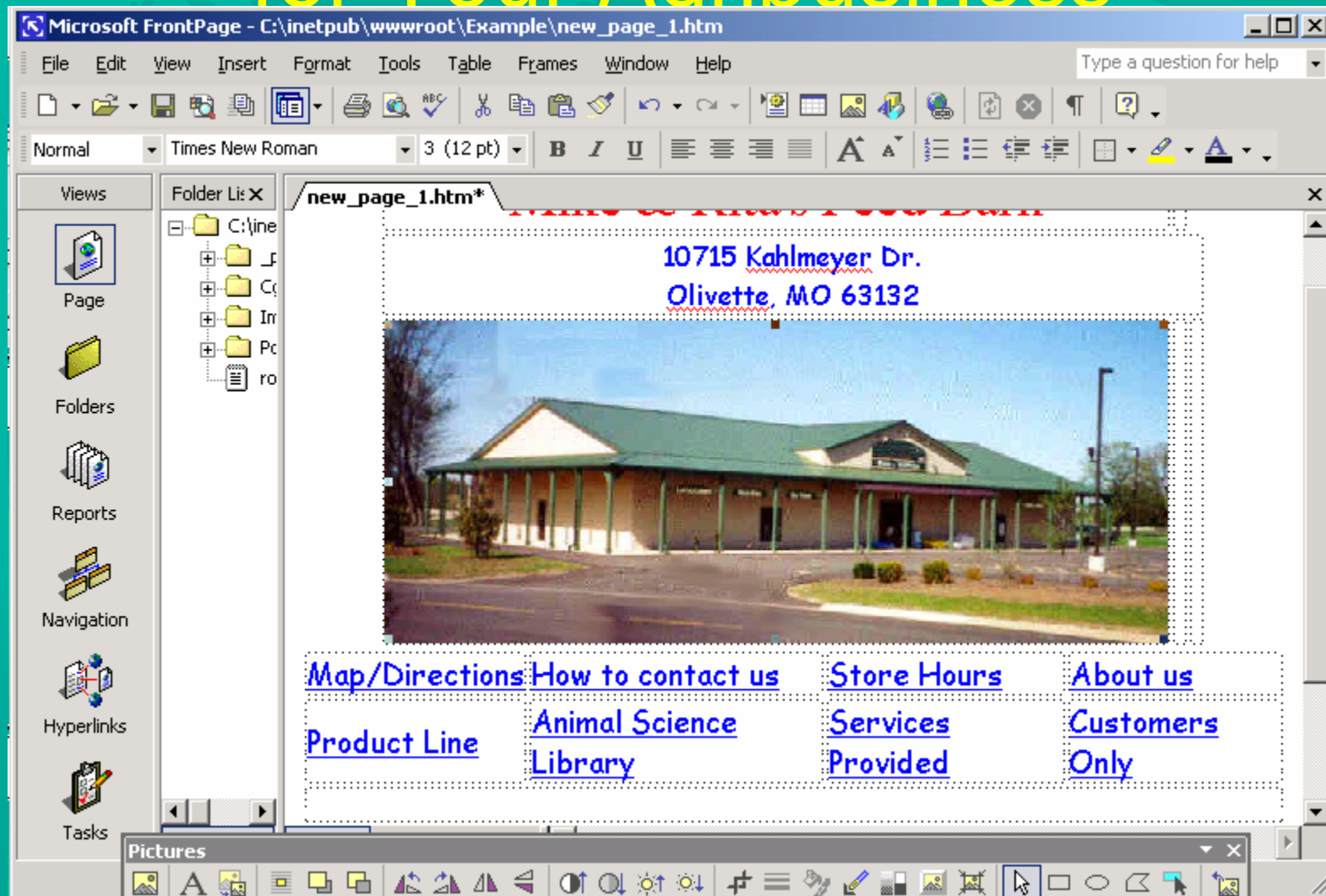
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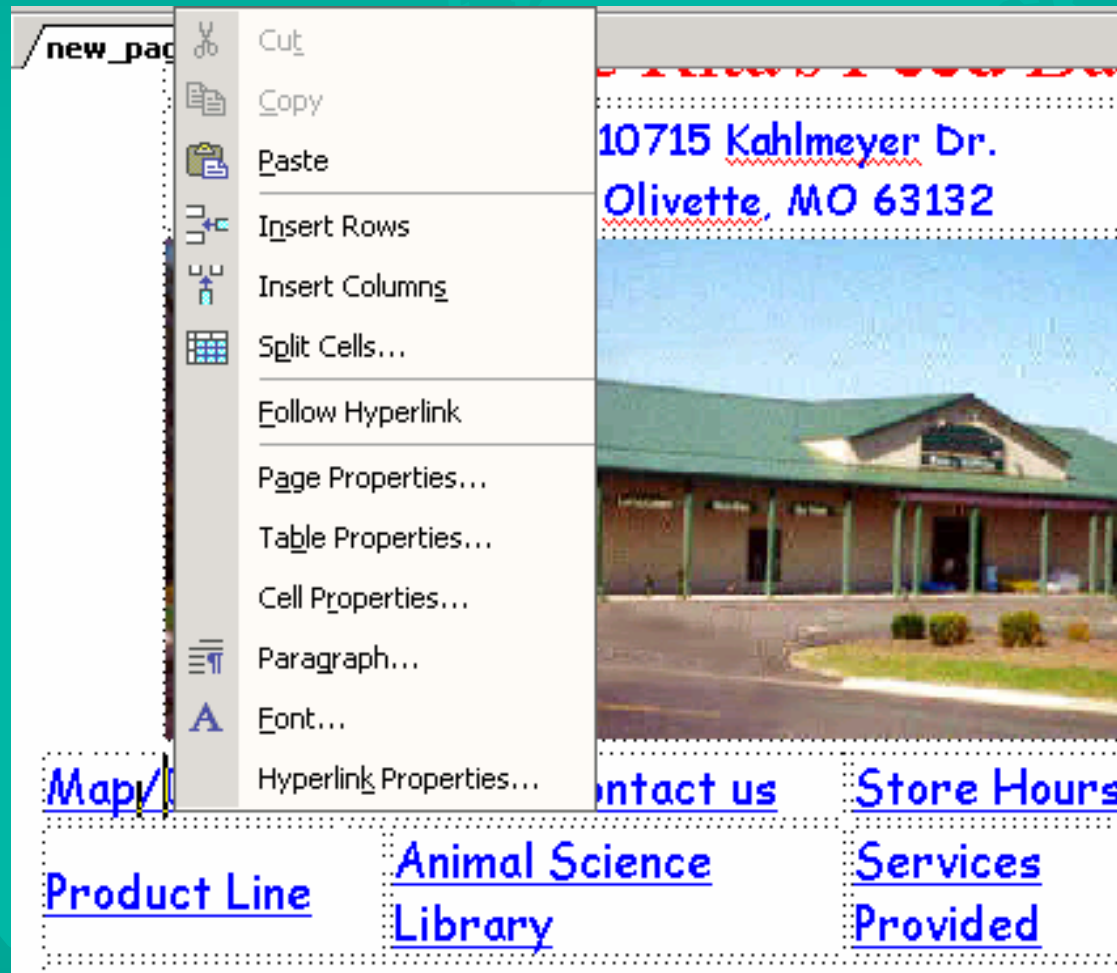
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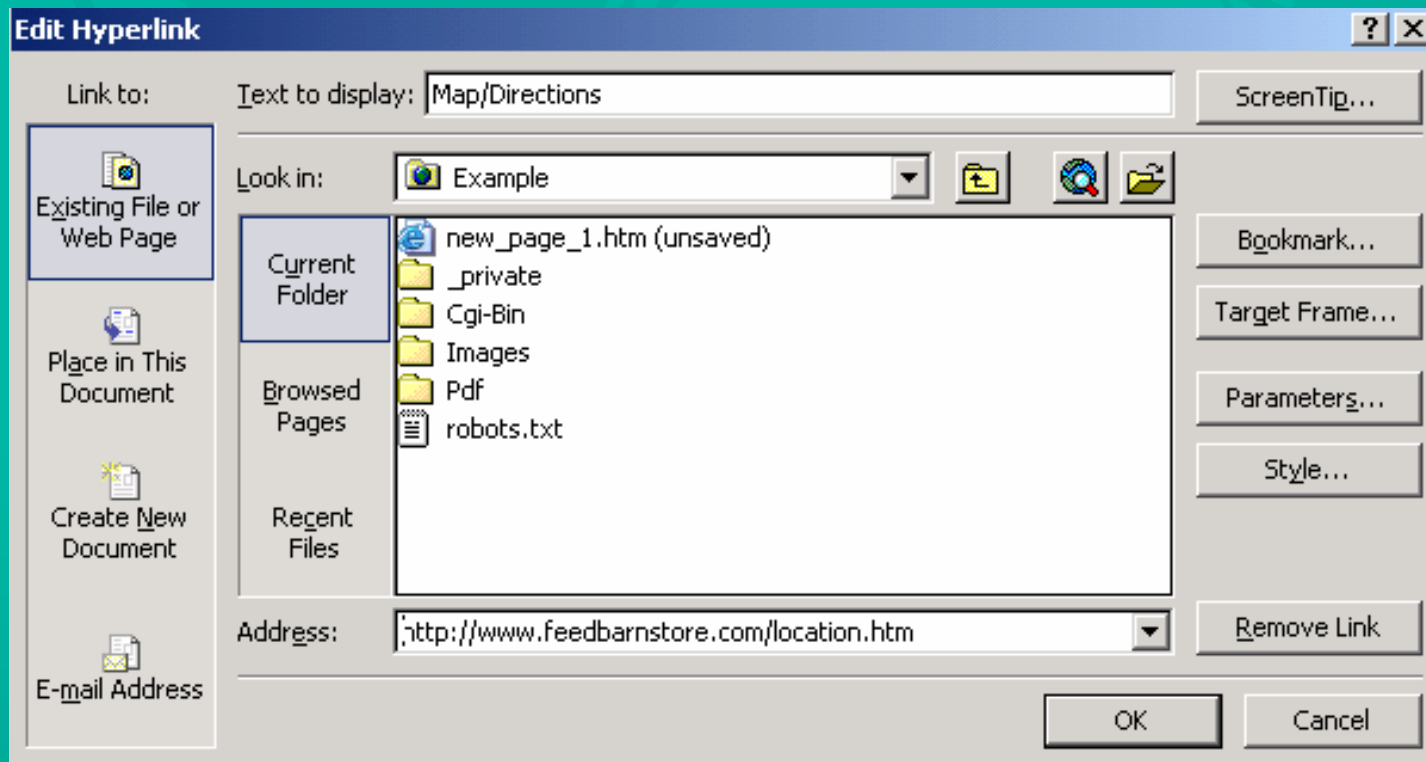
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Meta Tags:

“Meta tags are the sections of your HTML that provide direction and information for search engine robots. To get the best rankings possible in some search engines, be sure to use meta tags in every web page. Meta tags are not viewable to Internet users unless they examine the source code of your pages. “

Source:

<http://www.tamingthebeast.net/articles/metatags.htm>

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MetaTags (examples):

```
<meta name="author" content="Dr. Michael Stachiw and Ms. Rita Fosse">
```

```
<meta name="copyright" content="(c) 2003-2006 Strategic Mapping & Data Services">
```

```
<meta name="description" content="Mike and Rita's Feed Barn is a sample feed dealership site illustrating web hosting services provided by Strategic Mapping and Data Services">
```

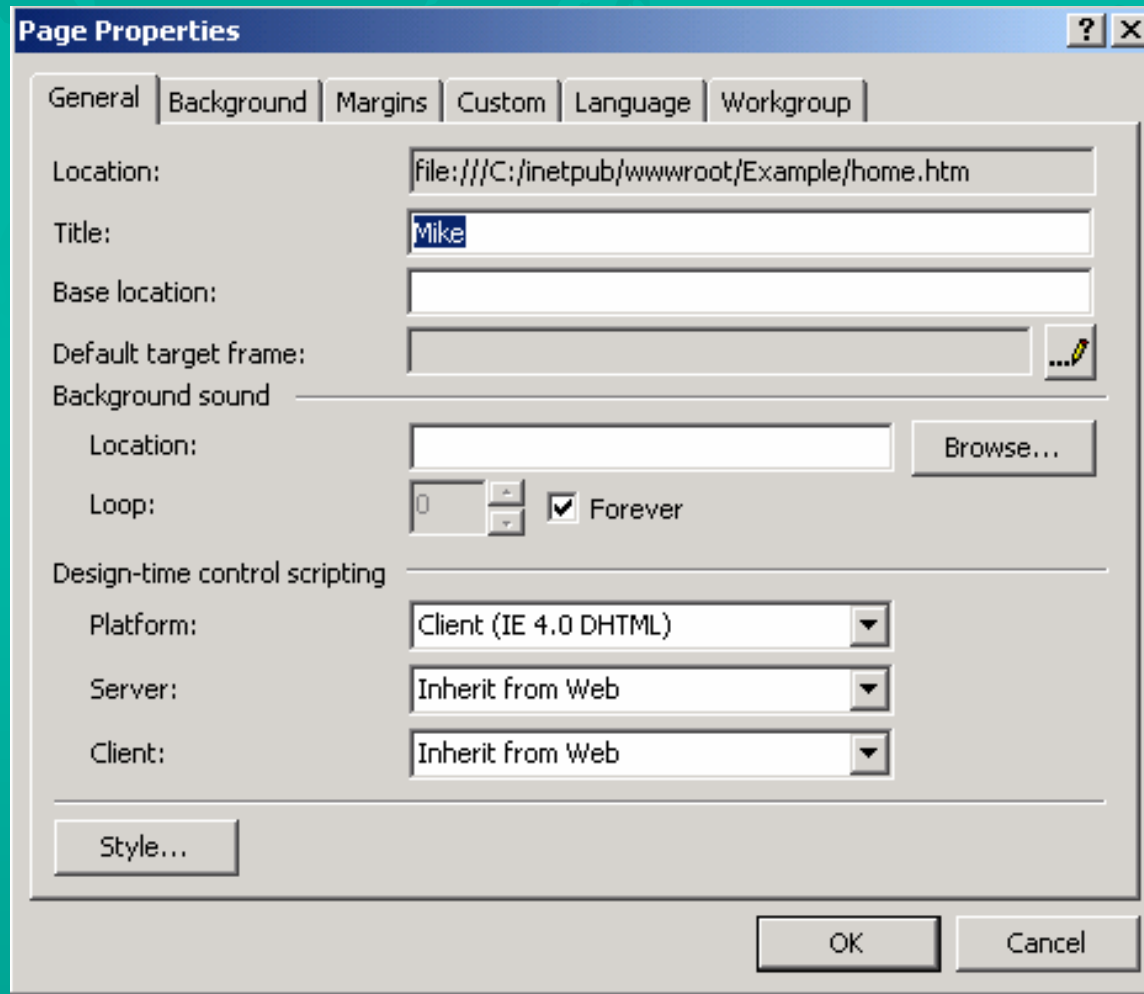
```
<meta name="keywords" content="feed dealership, web hosting, sample site, animal feed, livestock feed, pet supplies">
```

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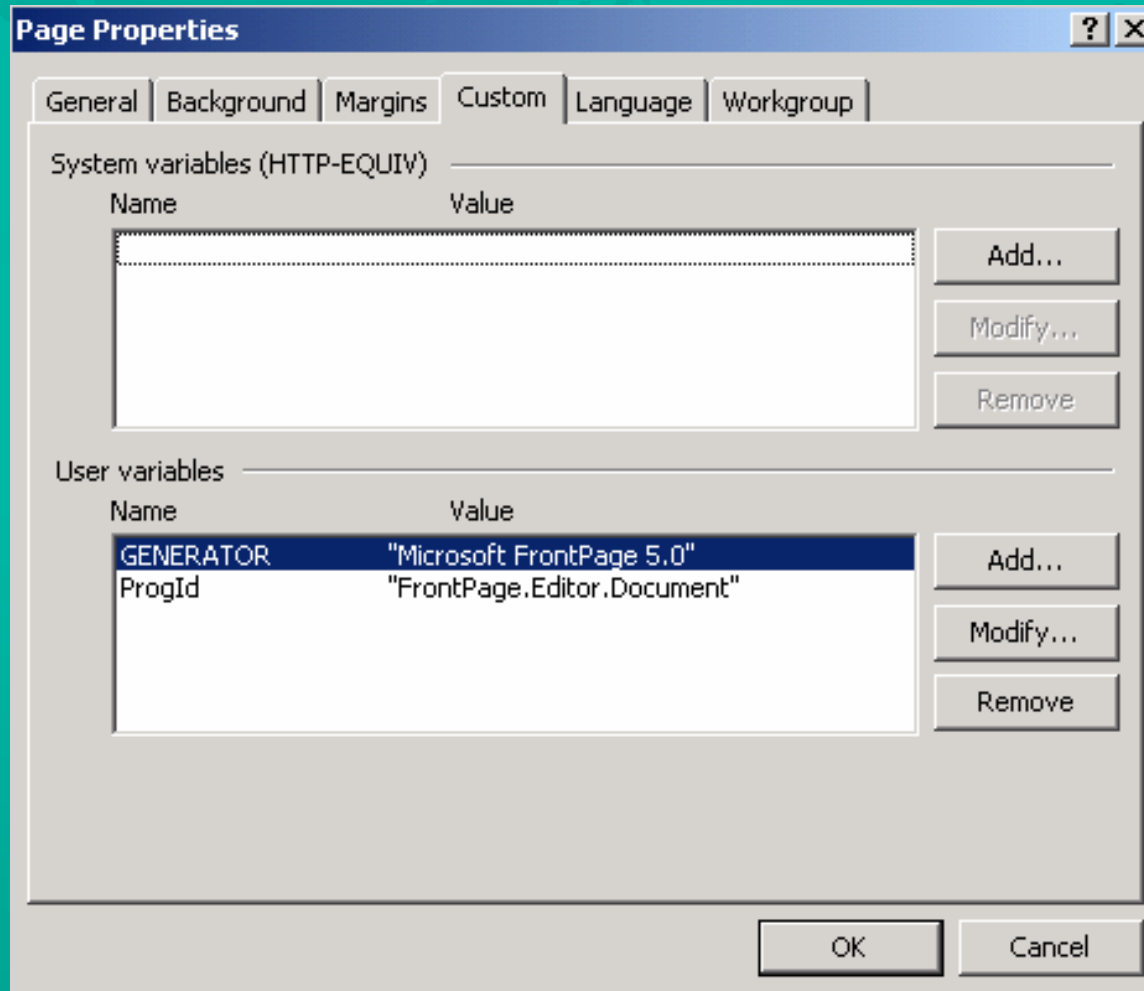
MetaTags

A word of caution. Do NOT list your competitors or your competitors products in your meta tags as a way of increasing search engine placement and thus increasing traffic to your website. This has been through the courts and you will get in serious trouble!

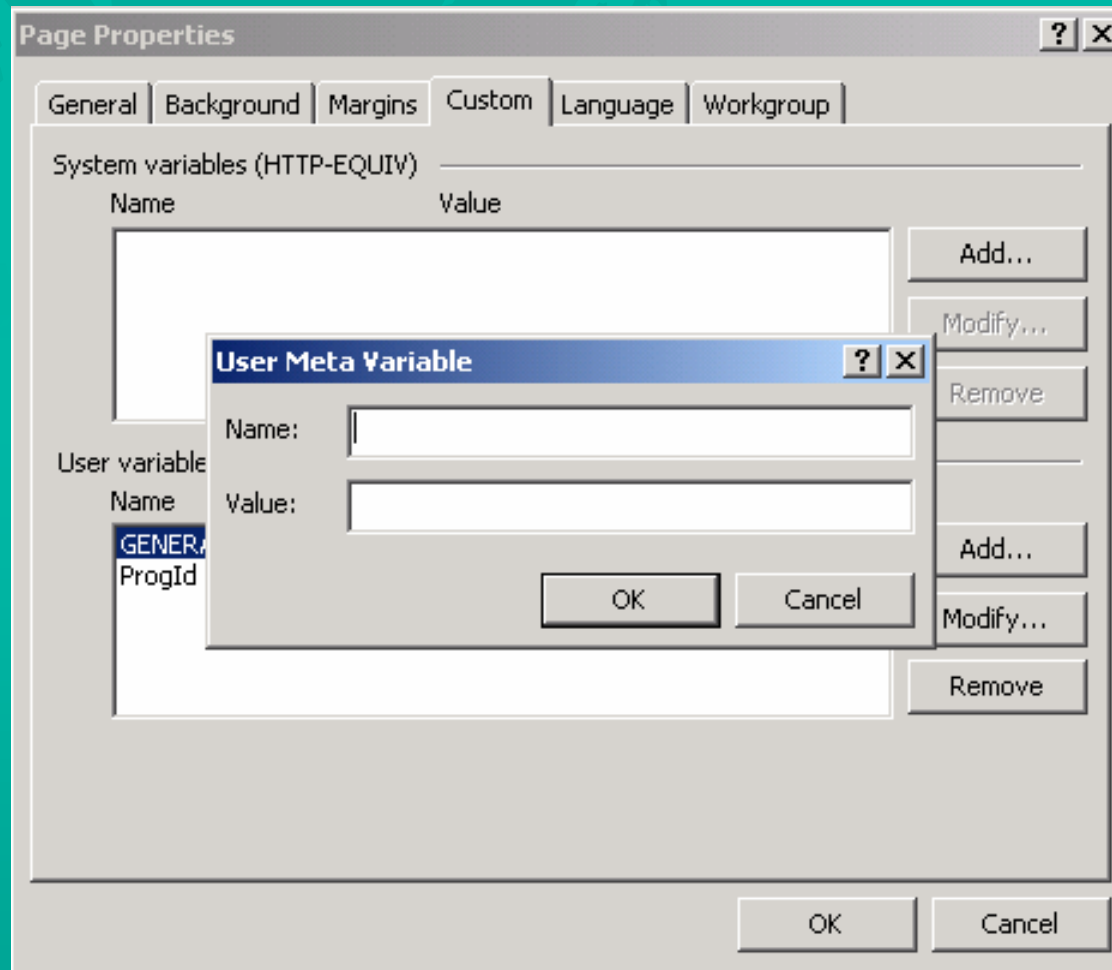
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A few odds – n – ends

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Suggestions on links to other sites:

- As best you can , indicate that this is a link to another site
- The link should have a “target” of separate page or whole page. You shouldn’t place the results of the link into a “frame” of your site
- Do not link directly to other sites content, such as pictures or “sub-pages” that are not clearly identified as belonging to the destination site.

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Copyright

- do not steal/borrow/use pictures, artwork, documents from other websites
- When in doubt. Get written permission to use.
- Read carefully legal notices on software and artwork you buy for usage permission

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On-Line references:

Robot.txt:

- http://www.searchengineworld.com/robots/robots_tutorial.htm
- <http://www.robotstxt.org/wc/robots.html>
- <http://www.searchtools.com/robots/robots-txt.html>

MetaTags:

- <http://searchenginewatch.com/webmasters/article.php/2167931>
- <http://www.echoecho.com/htmlmetatags01.htm>
- <http://www.i18nguy.com/markup/metatags.html>

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Commercial Editors (just to name a few):

- **Frontpage** – Microsoft Corporation: <http://office.microsoft.com/en-us/FX010858021033.aspx>
- **Dreamweaver** – Macromedia, Inc: <http://www.macromedia.com>
- **Hot Dog** - Sausage Software Inc. <http://www.sausage.com/>

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Freeware/Shareware Editors (just to name a few):

- **AceHTML** - <http://software.visicommedia.com/en/products/acehtmlfreeware/>
- **Amaya** - <http://www.w3.org/Amaya/>
- **Arachnophilia** - <http://www.arachnoid.com/arachnophilia/>
- **WindowHTML** - <http://www.infose.com/jerome/software.html>
- **SiteAid** - <http://www.amiasoft.com/freeware/>

If you need help or have questions

Please feel free to contact us, and we will provide what ever advice or assistance we can. Our contact information is:

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The End

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