



Technical Assistance: Creating a Farm Web Site

Getting Started:

1. **Find a web domain.** A “domain” is literally the web address, which will be unique to your website. Because no two websites can be the same, you will have to be sure that your domain name represents your farm, but is also available. You can purchase a web domain through any number of hosts. Many of the large internet companies (i.e. Google, Yahoo, etc.) offer this service for a fairly low monthly or annual fee. Purchasing a web domain from a larger company will often provide 24-hour support, which may be useful if you attempt to build it on your own. A simple web search for “domains” will provide you with a variety of options for buying a domain.
2. **Find a designer.** If you plan to get help in creating your website, shop around for a designer that will match your needs. Most websites have a link at the bottom of the homepage with a link to the website designer. It may be a good idea to find some of your favorite websites and find out who designed them. Web designers are much easier to find than ever before. If you are looking for someone local, a simple trip to the yellow pages may do the trick. Shop around and be sure to find someone whose style matches your own.
3. **Evaluate the cost with your needs.** What price are you willing to pay? Be sure to evaluate the costs and benefits a website will create for your farm. You may only need a small, basic website that you are capable of designing yourself. Or, you may be thinking of having an online store or blog. If this is the case, your website will need to be visually appealing and easy to maneuver. In the world of website design you often get what you pay for, so be sure to weigh the quality of the product into your willingness to pay. Shop around until you find a service or designer who can meet your needs at a realistic price for you.