

BUILD YOUR OWN WEBSITE IN A FEW HOURS

Part I - April 2

Build Your Own Farm Website in a Few Hours

If you know how to work a computer and create Word documents, you can create your own website. This three-hour workshop, sponsored by the Cornell Cooperative Extension of Delaware County and Watershed Agricultural Council, will address web design basics. Come with ideas for your website address, information you want to post to your home page, and your online marketing goals. In a matter of a few hours, learn how to create a basic online presence.

- Develop an inexpensive and effective farm website that is easy to build and maintain.
- Learn the essentials to buying a "dot.com" address, hosting the website and using specific software
- Increase your knowledge on how to design, write and maintain the farm website, avoiding costly mistakes in internet marketing.
- Take your first step towards increasing farm sales through the development of a farm website, increasing the visibility of your farm and farm products for sale.

Part II - April 16

Ensure Website Success:

Join us for this follow-up lecture on Internet marketing. Topics to ensure your website's success, you will:

- Explore interactive marketing tactics.
- Learn how to use search engine optimization.
- Develop an overall search engine marketing strategy.
- Learn how to implement four key tactics:
 1. Natural or organic search
 2. Pay-per-click search
 3. Paid/sponsored listings
 4. Paid inclusion

About the Speaker

Cheryl Fabrizi is a consultant at Fab-Idea, Binghamton, NY. She is an adjunct professor at Broome Community College and former adjunct professor at The New York Center for Direct and Interactive Marketing/Mercy College. A marketing professional with nearly 20 years of experience, Fabrizi also has a Master's degree in direct and interactive marketing.

REGISTER NOW

**Pre-registration required by
March 26, 2010. Space is limited.**

Cost per person: \$5.00 covers both sessions and lunch.

Name(s): _____

Farm Name: _____

Address: _____

Phone: _____

E-mail: _____

Number Attending: _____

Cost per person: \$5.00

Total: \$

Please make checks payable to:
Cornell Cooperative Extension

Note: "Farm Website" on check

Return to:
Cornell Cooperative Extension
Attn: Judy Morse
PO Box 184
Hamden, NY 13782

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www.nycwatershed.org



The Farmer Education Series is sponsored by the Cornell Cooperative Extension of Delaware County and the Watershed Agricultural Council.

Cornell Cooperative Extension provides equal program and employment opportunities. Accommodations for persons with disabilities may be requested by calling Janet Aldrich at (607) 865-6531 by March 26, 2010 to ensure sufficient time to make arrangements. Requests received after this date will be met when possible.

The WAC is funded by the New York City Department of Environmental Protection, U.S.D.A., U.S. Forest Service, and other federal, foundation and private sources. The Watershed Agricultural Council is an equal opportunity provider and employer. For more information, visit www.nycwatershed.org



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CORNELL COOPERATIVE EXTENSION
WATERSHED AGRICULTURAL COUNCIL

FARMER EDUCATION SERIES

BUILD YOUR OWN FARM WEBSITE IN A FEW HOURS



Part I: April 2
Part II: April 16
1 pm - 4 pm

FEATURING

Cheryl Fabrizi
Consultant, Fab-Idea

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