

Christina Weese

WWW.CHRISTINAWEESE.NET

Content Ideas for Your Website

Home Page

- Welcome message
- Be sure to let people know three things: Your name, your location, and what it is that you do.
- A brief history of the farm can go here, or a more extensive history can go on its own page
- A photo of the farm and/or yourself can go with the history
- Many sites have their stallion on the home page
- Many sites have a section that is updated regularly with news - this is a good idea as long as it gets done at least 2x per year!

Sale Horses, Breeding Stock, Etc.

- Horses should be organized based on the structure of the business (for example, a breeding farm will likely have stallions, broodmares, youngstock for sale, and older horses for sale; a boarding farm might have a page on its lesson horses).
- Breeding and show farms will want to include horses' registered names and pedigrees. Some breed associations have online pedigree information that you can link to.
- Each horse should have a descriptive paragraph - this is your chance to educate potential buyers. Other information could include a list of show wins, lists and/or photos of winning get, and video.

Photos

- Good photography can greatly improve a website and is worth a bit of investment in time/money!
- Photos can be retouched to improve backgrounds, etc.
- For professional photos, please be sure you have the photographer's permission to use the photo on your website. Professional photos should be credited. Photos marked "proof" can not be accepted for use on the website.
- Miscellaneous photos can be used for "filler" throughout the site.

Other Information

- Links to or copies of articles which have been written about your farm.
- Thank-you's to clients or farms that you work with.
- Information on all services offered (boarding, training, lessons) and description/photos of facilities.
- Staff profiles
- Any sites you want to link to.

Site Design

- Are there any colors or themes that are important?
- What makes your farm unique? What is the goal of your breeding program? Is there a story behind the farm name?
- Are there any sites (equestrian or otherwise) that you particularly like?
- If you have a farm logo or stallion logo, the site should probably be designed to follow its look.