

# List your business on the Web *on powerful search engines!*



This marketing educational piece developed by Theresa J. Nartea, Agribusiness & Marketing  
Specialist, NC A&TSU-Cooperative Extension Program 336.334.7956, ext 2109; [tjnartea@ncat.edu](mailto:tjnartea@ncat.edu)

# worthy web



- **Customers Find You!**
- **Open 24 ~ 7**
- **Minimal Investment**

# step one: get email address

*specifically for business only! Not personal.*



# best e-mail



**YAHOO!** MAIL

## Yahoo! Mail

Free, reliable, and easy to use.

- Great spam protection with SpamGuard
- Virus scanning and cleaning from Norton AntiVirus™
- Access anywhere you have a web connection
- A whopping 1GB email storage

[Learn More](#)

Free!

**Sign Up for Yahoo! Mail**

- **1 GB inbox**

*ca. 690 floppy disks*

- **Check anywhere**

- **Free Virus Scan**

# web who?



- **address matters**
- **brief is best**
- **auto responder**

# step two: get on the web!



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# self listing – a good start



**LocalHarvest**<sup>SM</sup>  
real food, real farmers, real community

**New Members**  
sign up here

user login  view basket

[Home](#) [Shop](#) [Products](#) [Farms](#) [CSA](#) [Forum](#) [Events](#) [Newsletter](#) [Photos](#)



**Thanksgiving Specials**

## Food/Farm Events

Nov-2006

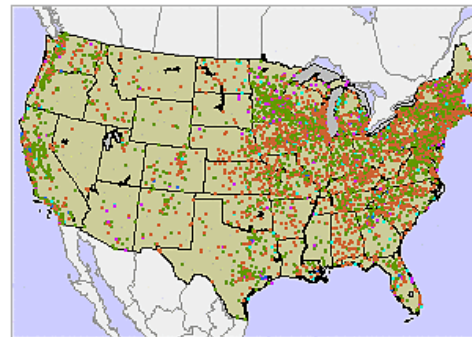
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

## Newsletter Sign Up

**SIGN ME UP**

[Newsletter Archives](#)

The best [organic food](#) is what's grown [closest to you](#). Use our website to find farmers' markets, family farms, and other sources of sustainably grown food in your area, where you can buy produce, grass-fed meats, and many other goodies.



■ Farm ■ Fm Market ■ Restaurant ■ Grocery ■ Other

## What are you looking for?

- ☒ All
- ☐ Farmers' Markets
- ☐ Online Store
- ☐ Restaurants
- ☐ Farms
- ☐ Grocery/Co-op
- ☐ CSA
- ☐ Others

## Name/Description/Product

## Where?

**SEARCH**

## Featured Products from our Online Stores:

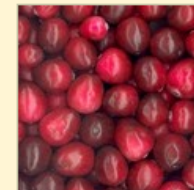
### Organic Persimmons

Beck Grove Fuyu persimmons from Southern California: Certified 100% Organic and Biodynamic.



### Organic Cranberries

Organic Cape Cod Cranberries from Plymouth, MA. Picked ripe from our bogs and shipped to you fresh or dried.



# It's a big deal



local farms - Google Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Print Mail News Groups

Address <http://www.google.com/search?hl=en&lr=&q=local+farms> Go Links

Sign in

Google local farms Search Advanced Search Preferences

Web Images Video News Maps more »

Web Results 1 - 10 of about 14,000,000 for [local farms](#). (0.11 seconds)

**Local Farms** Sponsored Link  
[www.local.com](http://www.local.com) Find Farms Near You. The Web's Local Search Engine!

**Local Harvest / Farmers Markets / Family Farms / CSA / Organic Food**  
Maintains a public nationwide directory of small farms, farmers markets, and other local food sources. Search facilities provide sources of sustainably ...  
[www.localharvest.org/](http://www.localharvest.org/) - 31k - [Cached](#) - [Similar pages](#)  
[Farmers' Markets](http://www.localharvest.org/farmers-markets/) - [www.localharvest.org/farmers-markets/](http://www.localharvest.org/farmers-markets/)  
[Shop](http://www.localharvest.org/store/) - [www.localharvest.org/store/](http://www.localharvest.org/store/)  
[Community Supported Agriculture](http://www.localharvest.org/csa/) - [www.localharvest.org/csa/](http://www.localharvest.org/csa/)  
[Product](http://www.localharvest.org/products.jsp) - [www.localharvest.org/products.jsp](http://www.localharvest.org/products.jsp)  
[More results from www.localharvest.org »](http://www.localharvest.org)

**LocalHarvest - About**  
Our search engine helps people find products from family farms, local sources of sustainably grown food, and encourages them to establish direct contact ...  
[www.localharvest.org/about.jsp](http://www.localharvest.org/about.jsp) - 15k - [Cached](#) - [Similar pages](#)  
[ [More results from www.localharvest.org](http://www.localharvest.org) ]



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**Thanksgiving Specials**

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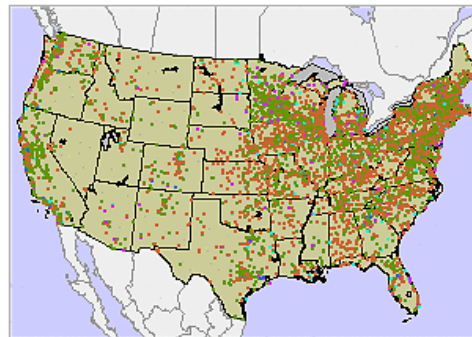
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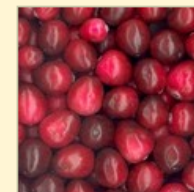
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# www.localharvest.org



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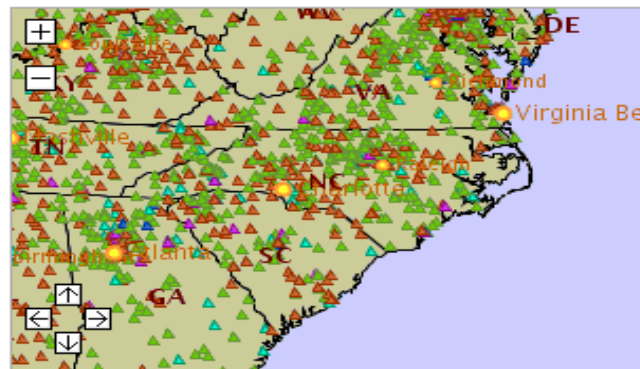


Thanksgiving Specials

## Store Categories:

Chocolate & Desserts  
Christmas Wreaths  
Coffee & Tea  
CSA/Local Foods  
Dairy & Eggs  
Dried Fruits & Nuts  
Farm Crafts  
Flowers  
Fresh Fruits  
Garden  
Gifts / Gift Certificates

Click on the map below to zoom in, or search with our search form for quick results. If you are looking for a particular farm, put quotation marks around the farm's name in the Name search box. You can also use our "all in area" search form to find all listings within a given distance of your zip code.



Farm Farm Market Restaurant Grocery Other

## What are you looking for?

- |                                      |  |
|--------------------------------------|--|
| <input checked="" type="radio"/> All | <input type="radio"/> Farmers' Markets |
| <input type="radio"/> Online Store   | <input type="radio"/> Restaurants      |
| <input type="radio"/> Farms          | <input type="radio"/> Grocery/Co-op    |
| <input type="radio"/> CSA            | <input type="radio"/> Others           |

## Name/Description/Product

## Where?

SEARCH

Showing page 1 of 51, for 301 listings

Search

## **Rogue Harbor Farm** (Marshall, NC)



buy online

Located high in the mountains of Western North Carolina, we grow 5 acres of certified organic vegetables, including our specialty crop watercress. We also grow Fraser Fir Christmas trees, and make custom-decorated Fraser Fir Christmas wreaths, doorsprays, centerpieces, and doorway arches, for mail-order and on-farm sales. Our wreaths and other greenery products are full, fresh, wonderfully fragrant and guaranteed to last well into the year ahead. ([more...](#))



Grocery and Produce  
Herbal Tinctures  
Herbs and Health  
Honey / Bee Products  
Meats and Shellfish  
Pet Needs  
Preserves  
Seeds  
Soaps / Body Care  
Specialty, Books,  
Others  
Syrups  
Wool & Fibers

[\(See all events for this area....\)](#)

**CSA** *year round*

 [Click Here for CSA Details](#)

**Farmers' Market** *August-December*

**Schedule and Location:**

Riverside Farmers Market (Wilmington, NC)

Saturdays - Historic Downtown Riverfront on N. Water St. (between Market St. & Princess St.)

302 Willard Street, Wilmington, NC 28401

Mid April to Mid December, Saturday

8:00am - 12:00pm April 15th - October 28th

9:00am - 1:00pm November 1st - December 20th

**Farming Practices:** 








naturally grown, transitional, conventional, grass fed/pastured


**Products/Crops:** 

Click on the  icon for recipes! ("WSSF" Stands for Winter/Spring/Summer/Fall.)

**Vegetables:**

W S S F

 cabbage	✓ ✓
 carrots	✓
 collards	✓ ✓
 cucumber	✓ ✓ ✓
 eggplant	✓ ✓
 green beans	✓
 green onions	✓ ✓
 hot peppers	✓ ✓
 kale	✓ ✓ ✓

 sweet peppers


✓

 sweet potatoes

✓ ✓

 tomatoes


✓

 turnips


✓ ✓

**Fruits:**

W S S F

 melons

✓ ✓

 watermelons

✓ ✓

**Meats:**

W S S F

 chicken

✓ ✓ ✓ ✓

 duck

✓ ✓ ✓ ✓

**Herbs:**

W S S F

fresh herbs

✓ ✓ ✓

**Flowers:**

W S S F

edible flowers

✓ ✓ ✓

fresh flowers

✓ ✓ ✓

**Gourds:**

W S S F

 summer squash

✓ ✓

 winter-squash

✓ ✓ ✓

 zucchini

✓

**Specialty Items:**

W S S F

## listing tips



- list, more the better
- alphabetical order
- paint word pictures



## LocalHarvest SM

User Name: Mary and Nelson James

Member Name: Dogwood Farms

### account

- account/password
- order history
- keep me posted
- product waiting list
- member listings

### profile

- general info
- markets
- csa
- products
- memberships
- forum profile
- upload picture
- event calendar
- sponsoring

### store

- learn more
- build my store

### view

- listing
- map
- listing info
- hits
- user comments

[home](#) | [account menu](#) | [sign out](#)

★ Please help us bring you business by becoming a Sponsoring Member! ★

### General Profile

We will compose your LocalHarvest listing with the information that you enter in the next few pages. Make sure to click the "next" button to move from page to page.

[save](#) [next](#)

### Contact Information

Farm name

First name

Phone

Last name

☒ Publish phone number on Website

Email \*\*

Fax\*

Website\* - [http://](#)

#### \*optional fields

\*\* Your email address will not be shown in your listing, but visitors will be able to contact you via an "email us" button. (we do this to protect you from spam)

### Address

Street address

City

State/Province  Zip

Country

Mailing address



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### View Hits per Month

A "hit" is counted every time someone actually views your listing page from the search results links. This will give you a pretty good idea of how much action your listing is receiving.

Keep in mind that some of these hits are actually visits by search engine "crawler robots", which "spider" our Web site getting info on your listing to be added into their search engine's index. Our listings currently receive an average of one search engine crawler visit every couple of days.

2006: December	13 hits
2006: November	109 hits
2006: October	118 hits
2006: September	112 hits
2006: August	126 hits
2006: July	122 hits
Total:	600

[home](#) | [account menu](#) | [sign out](#)

# free ncda&cs web page



[www.ncagr.com/ncproducts/CultivateStart.asp](http://www.ncagr.com/ncproducts/CultivateStart.asp)



# other web pages



Welcome! [Sign in](#) or [register](#).

Search

[Advanced Search](#)

[Buy](#)

[Sell](#)

[My eBay](#)

[Community](#)

[Help](#)

[Site Map](#)

[Categories](#) ▾

[Motors](#)

[Stores](#)

[Deals](#)

ADVERTISEMENT ([about](#))

[Home](#) > [Buy](#) > [Search results](#)

[Opt out of the new search experience](#)

Find

in

[\[ Advanced Search \]](#)

☐ Include title and description

## Refine search

### ▾ Categories

[Home & Garden](#) (15)

[Inside the Home](#) (7)

[Pet Supplies](#) (5)

[Tools & Home Improvement](#) (2)

[Yard, Garden & Outdoor](#)

[Living](#) (1)

[Clothing, Shoes & Accessories](#) (6)

**36** results found for **blue crabs** [ [Save this search](#) ]

View as: [List](#) ▾ [ [Customize view](#) ] Sort by: [Best Match](#) ▾

				Price	Time Left
	Bushel of Blue Crabs - Kiawah, SC - 8x10 Print		0 Bids <del>Buy It Now</del>	\$9.50 Free shipping \$9.99	22h 25m
	100 saltwater BLUE leg Hermit crabs-		<del>Buy It Now</del>	\$29.99	27d 12h 34m

<http://www.ebay.com/>



# other web pages



## YourPriceSeafood

Auction Home

[Home](#) [Register](#) [Help](#) [Messaging](#) [Feedback](#) [Site Map](#) [My Account](#) [Browse](#) [Login](#)

[North Carolina](#) > [Blue Crabs](#) >

**Categories** (Categories below may include auctions in subcategories.)

[females](#) (0)

Select a sort order and click GO!

### Blue Crabs

1 item(s) found. (Please note: Auctions may exist in subcategories.)

All auctions

Buynow Only

[\[Current\]](#) [\[New Today\]](#) [\[Ending Today\]](#) [\[Completed\]](#) [\[Going Soon\]](#)

Item	Price (USD)	Bids	Ends
 <b>918251729</b> <small>NEW!</small> 3 Doz. Mixed Blue Crabs (Males & Females) (Mixed Sizes) 	36.00	-	1 day, 16 hours +

<http://www.yourpriceseafood.com/index.cfm>