“Your website is the foundation of your brand and very often the first encounter a prospective customer has with your company.”

So... how do you look?
Effective Websites

1. Authentic brand story
   - Interesting content
   - Engaging language
   - Personal touch

2. Brand differentiator
   - How are you different from your competition?

3. Appealing visual imagery
   - Photos, graphics, use of color, design elements
Do you know where your beef comes from?

Pacific Pastures cattle are sustainably raised on Northern California pastures from the mountains to the Pacific. Our beef is fresher...

**NO HORMONES**

**UNBEATABLE TASTE**

Delicious

Enjoy the bold, meaty flavor of Pacific Pastures 100% Natural Grass Fed Beef—grilled, pan-fried, braised or slow-cooked in a rich stew. It’s a flavor explosion!

**HUMANE TREATMENT**

Our cattle live their entire lives on pasture and engaging in their natural behaviors... grazing, basking in the sunshine and socializing with the herd.

**BENEFITS**

- Higher in omega-3 fatty acids.
- Lower in saturated fat and calories.
- Higher in Vitamin E for heart health.

Where to Buy

Learn More

Learn More

FARRELL DESIGN GROUP
Clint’s son out on the pasture doing his part for the company

“The growth of Pacific Pastures has been gratifying. Our customers appreciate the taste and quality of the meat, its significant grass fed health benefits and the humane care of the animals—which means more hard-working ranchers can earn a living raising cattle in the most natural, humane way.”

Thank you for your interest in Pacific Pastures 100% Natural Grass Fed Beef. Contact us if you have questions or feedback — we would love to hear from you.
4. Usability best practices

- Logically, organized content
- Easy access to content
- Organized visual design (leads the users to do what you want them to do)
Effective Websites

5. Latest web trends to successfully connect with your target audience
   - Video, blog, social media widgets, forums, calendars, reviews (yelp)

6. Search Engine Optimization (SEO)
   - Page Content for keywords
   - Meta Data
   - Changing page content
   - Relevant incoming links
Social Media

Some of the most popular:

• Facebook
• YouTube
• Blog
• Twitter
• LinkedIn
• Flickr
Choose two or three and do them well.

- Listen to your customer
- What are your goals and objective to reach your customer
- Develop a posting schedule you can follow
- Develop interesting content
- Post
- See what the response is
- Do it again and again!