**Worksheet**

**Using the Internet to Grow Aquaculture Sales**

**1) What is the purpose of your website?** (Increase sales, conduct Internet sales, provide information)

**2) Who is your audience and what does your audience need?** (Do you want to sell stockers to fishing clubs? Do you want to sell to restaurants and chefs?)

**3) What products or services do you offer?**

**4) Do you have a minimum purchase?**

**5) What contact information do you wish to use?**  Specific individual, email, phone, fax, address

**6)** **List three things that you want people to know about your product or service.**

**7) What is the story of your company? Think of something that makes your company stand-out.** Is it a family business that has been passed down? Is it located in a pristine area and surrounded by nature? Do you strive to be environmentally-friendly and sustainable?

**8) Why should someone buy your product or service**? Maybe it supports the local economy. Maybe it is local and very fresh. Maybe you are willing to provide small orders.

**9) Do you offer farm tours or are there other public events?**  Maybe pond side sales, auctions, fee fishing, etc.

**10) Is there anyone using your product who would be willing to provide a testimonial?** Maybe a local restaurant or chef.? Maybe a sportsfishing club?

**11) What are three keywords or phrases about your product or service?**

**12) Think about the pages you would like to include on your website?**

These could include **Home,**  **About,**, **Products or Services, FAQs, Testimonials, Product handling, Recipes,** **Contact.**

**13) Please bring a minimum of five photos, digital are preferred, of your operation and your products.**

**14) Please list three possible domain names for your website.**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Company:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**