



AGRIBYTES

Digital Marketing for Ag Dealers
Presented by Mark Beuerman

Note: This presentation has been designed so you do not need to take notes and can listen. The entire presentation with additional notes and a video recording of this session will be uploaded soon at www.agribytes.ca/conference



Who the heck is this Mark Beuerman guy?

Ontario farm kid turned digital marketing expert

"You can take the boy off the farm, but you can't take the farm out of the boy," ~ unknown



Agromart connection since my childhood

Mark's mom worked for Hoegy's Farm Supply for 25+ years. Mark also grew up playing hockey with Ryan, who is the same age.

Helped ignite entrepreneurial spirit.

My Ontario Roots

A few snaps from the past



So, how'd I get to BC?

My wife and I moved to Vancouver Island, I started managing a website in 2009 and everything grew from there...



And into web design?

websites
made with



Helping Agromarts get online

- Hoegy's Farm Supply
- The Agromart Group
- TCO Agromart
- Truro Agromart
- Harriston Agromart
- Alliance Agri-Turf
- Fingal Farm Supply
- Munro's Agromart

We have truly become a niche agromart website design agency, so we sub-branded ourselves as



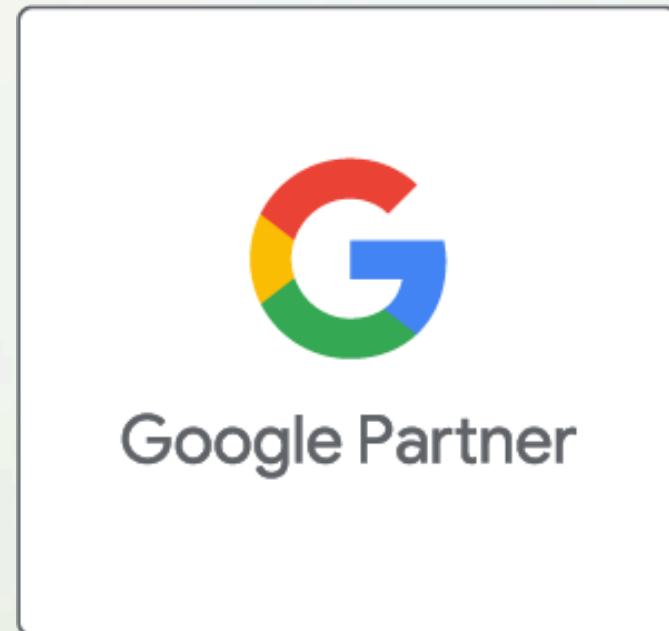
Stay tuned for...

Brussels Agromart's new website is coming soon...



We're certified & recognized

A little about us, we're small but mighty!



The
Netty </winner>
Awards

... and we're growing strong

Today's Talk

Growing and managing your online presence

Benefits of a Website

Web Accessibility

Responsive Design

Google Business
Profiles

Our Services &
Pricing

Q&A



Let's get started...

Benefits of a Website



Perks of a website

Benefits



Generate Leads

**Find Employees
via Careers**

**Showcase your
products & services**

Company History

**Builds Credibility
& Trust**

Do I need a website?

In 2025, why wouldn't you?



01

Builds Trust & Credibility

02

Showcase your suppliers & brands

03

Attract talent via careers pages

04

Provide company history and story

Building Trust Your Company

Strong interest in learning who you are and your company's history. These pages can often be viewed *more* than service or product pages.

Page path and screen class	Views
Total	3,175 100% of total
1 /	1,291
2 /locations/	561
3 /products/	453
4 /careers/	302
5 /about/	296
6 /services/	116

Page path and screen class	Views
Total	359 100% of total
1 /	138
2 /about/	51
3 /contact/	45
4 /careers/	36

Source: GA4 The Agromart Group (left) Harriston (right)

Who are you?

Timelines tell a compelling story, visitors love old pictures and being a part of your story

Harvex History

Addison ▾

Addison

1945

Dixie & Egan started as a feed manufacturer, egg grading & Ful-o-Pep (Quaker) location



1957

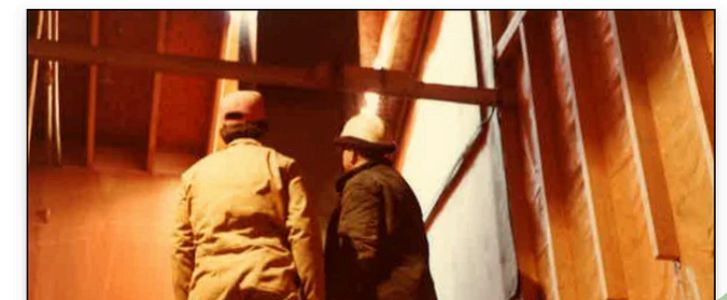
John Creighton joined and bought shares in the business

KEY MILESTONES



1963

PLANT BUILT BY CIL



They connect us to the past & prepare us for the future.



Generate Leads & Sales

Sell Products, Showcase Services



Attract New Talent

Career/Job Posting Pages

agronomist job

agronomist job description

agronomy intern

agronomy sales

alpine fertilizer

amidas fertilizer

application for sales job



Farming and Agriculture Career Options
| Open Positions

Total views since September 2022

3,020

Find organically through SEO, or target with SEM

Attract New Talent

Career/Job Posting Pages

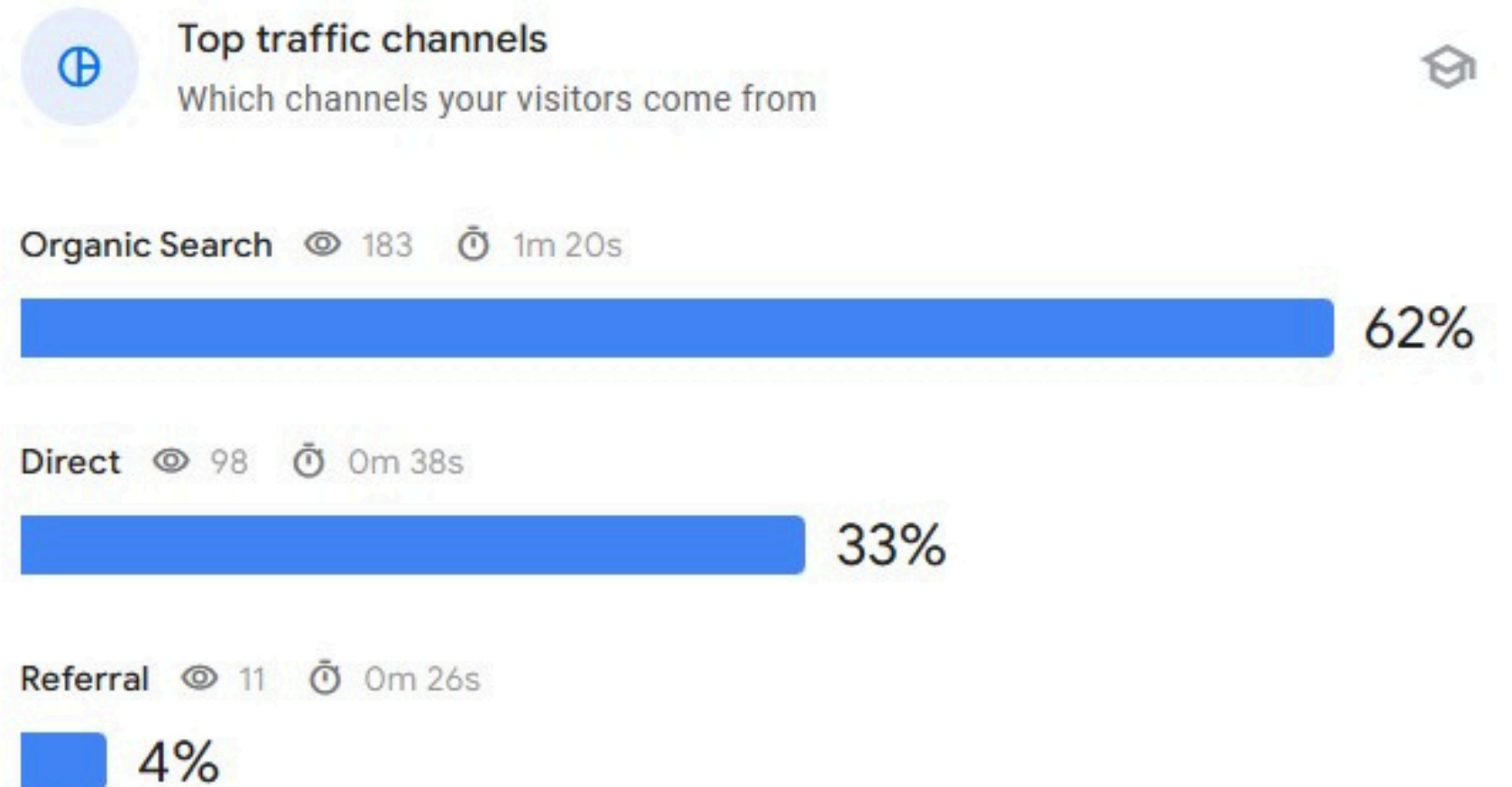
Agricultural Careers | Join Our Team | [Redacted]

Top Search queries: [Redacted]

👁 33 ⌚ 0m 36s ↗ Trending +94%

Most jobs are found through organic searches!

How people find you



Apply for Sales Agronomist

Please complete the confidential and secure form below. Thank you to all applicants. Only applicants selected for an interview will be contacted.

Name *

First Last

Email *

Home Phone **Mobile Phone**

Address *

City State/Province Zip/Postal

Country

Attach Resume

Drop a file here or click to upload
Maximum file size: 33.55MB

It's easy to post new opportunities

Streamline the process

- Simple website form to enter job info and PDF
- Job listing automatically uploads to your website
- Users fill out a simple form with their resume attached
- Resumes and other info straight to your inbox



Moving right along...

Web Accessibility





“ It involves designing and developing websites in a way that people with disabilities, such as those with visual, auditory, motor, and cognitive impairments, can perceive, understand, navigate, and interact with the website and its content.”

What is Web Accessibility?

Web accessibility refers to making websites usable for people with disabilities.

“Web accessibility ensures that everyone has equal access to information and services on the web, regardless of their abilities. This includes individuals who use assistive technologies, such as screen readers, to access the web.”



What is Web Accessibility?



- Screen readers or larger text size
- Contrast/color adjustment
- Muted tones and disabling animations

Is it a big deal?

- Yes. **In Ontario, it's also the law.**
- Established in 2005 to help improve accessibility across the web.
- 20 year timeline with expected results by 2025.



Who must comply?

Accessibility for Ontarians with Disabilities Act, 2005 (AODA)

20 or more employees

If you have 20 or more employees, you must [file an accessibility compliance report](#) every three years.

The last reporting deadline was **December 31, 2023**. You are still required to file a 2023 report even though the deadline has passed.

The next reporting deadline will be December 31, 2026. We will share information on how to complete your report for this deadline in 2026.

Source: <https://www.ontario.ca/page/guide-accessibility-compliance-industry#section-1>

Are there other benefits?

Having an accessible website can improve your SEO

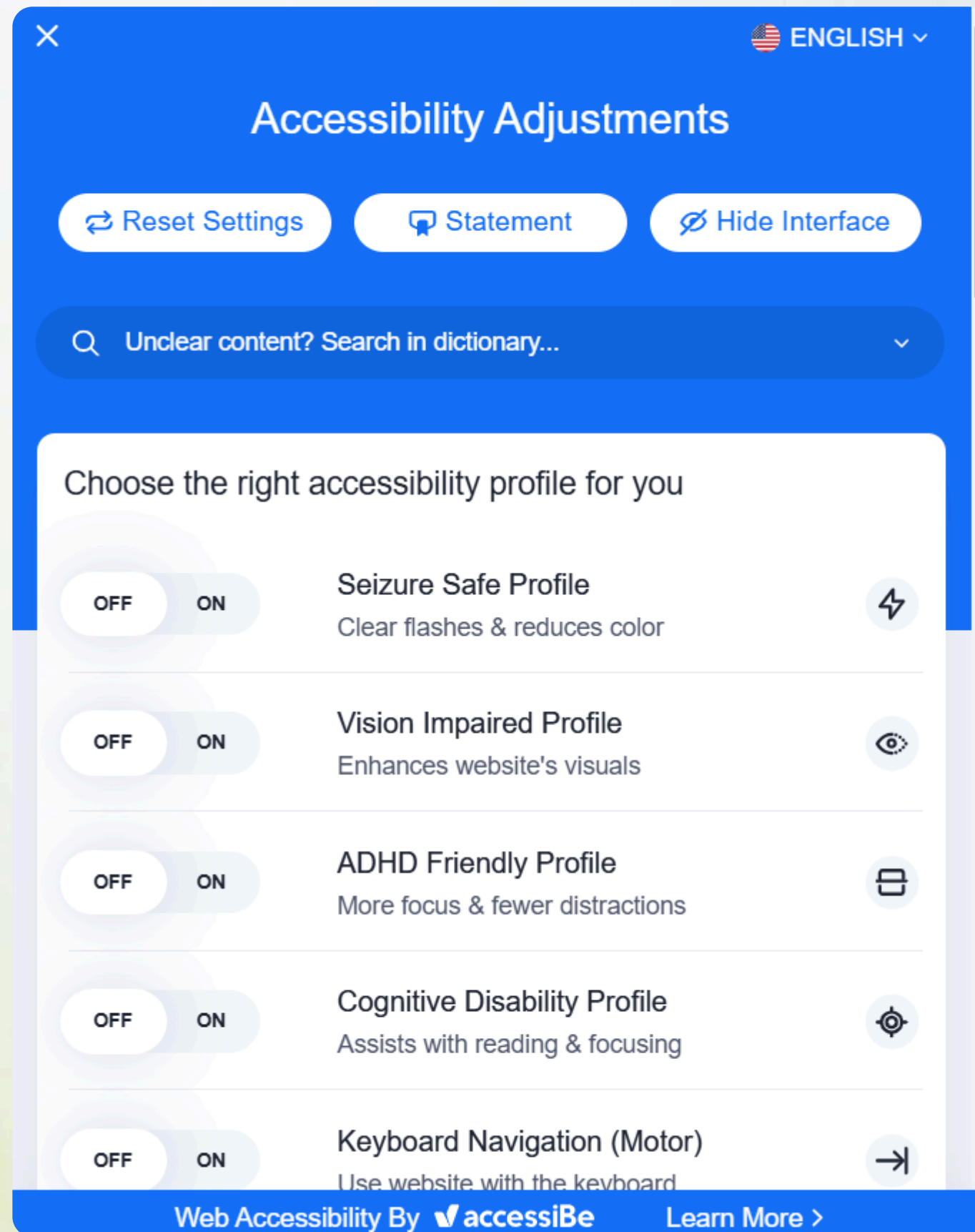
“Accessible websites enjoy increased traffic, reduced bounce rates, improved SEO rankings, and better conversion rates. An accessible website means that you’re making it easier for people to find your website.

A new study by [Semrush](#) analyzed 847 web domains and found that:

- There was a 12% average increase in overall traffic for all domains
- 73.4% of domains saw growth in organic traffic
- 66.1% of all domains saw growth in organic traffic of up to 50%

With Google constantly calculating search engine result page (SERP) rankings by evaluating sites based partly on web page usability and user experience, it logically follows that websites with more accessibility features would be prioritized over sites without those accommodations.”

Source: <https://newsroom.semrush.com/news/study-is-web-accessibility-key-to-driving-organic-traffic>



How AgriBytes can help?

AgriBytes connects your Agromart with an accessibility plugin on their websites. To meet AODA compliance.



Powered By AI

Automatic Updates

WCAG 2.1 AA Compliant

Suitable for WordPress websites

<https://accessibe.com/>

accessiBe in action



Accessibility Adjustments

ENGLISH

Reset Settings Statement Hide Interface

Unclear content? Search in dictionary...

Choose the right accessibility profile for you

- OFF ON Seizure Safe Profile
Clear flashes & reduces color
- OFF ON Vision Impaired Profile
Enhances website's visuals
- OFF ON ADHD Friendly Profile
More focus & fewer distractions
- OFF ON Cognitive Disability Profile
Assists with reading & focusing
- OFF ON Keyboard Navigation (Motor)
Use website with the keyboard

Web Accessibility By accessiBe [Learn More >](#)

Accessibility Adjustments

Reset Settings Statement Hide Interface

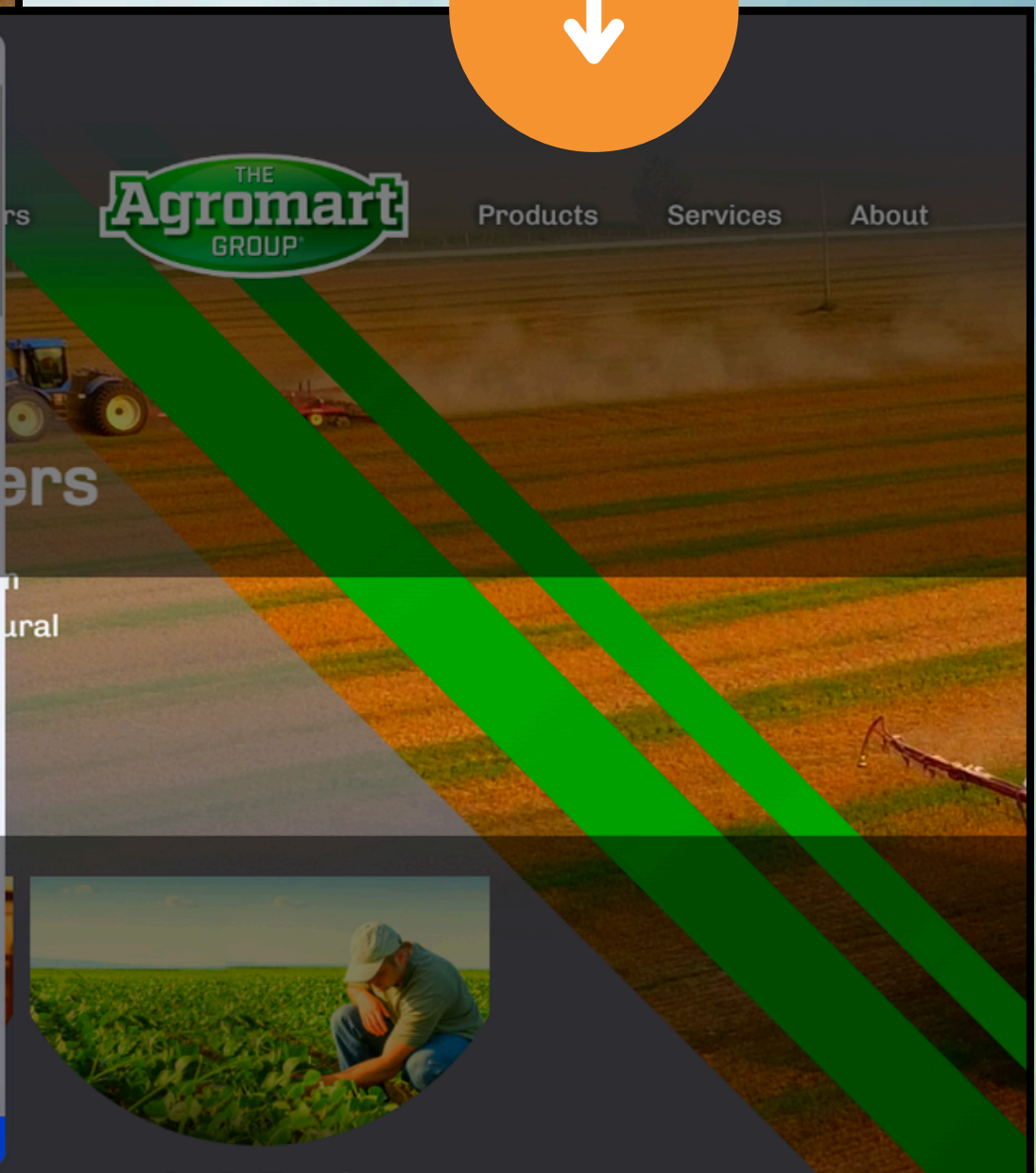
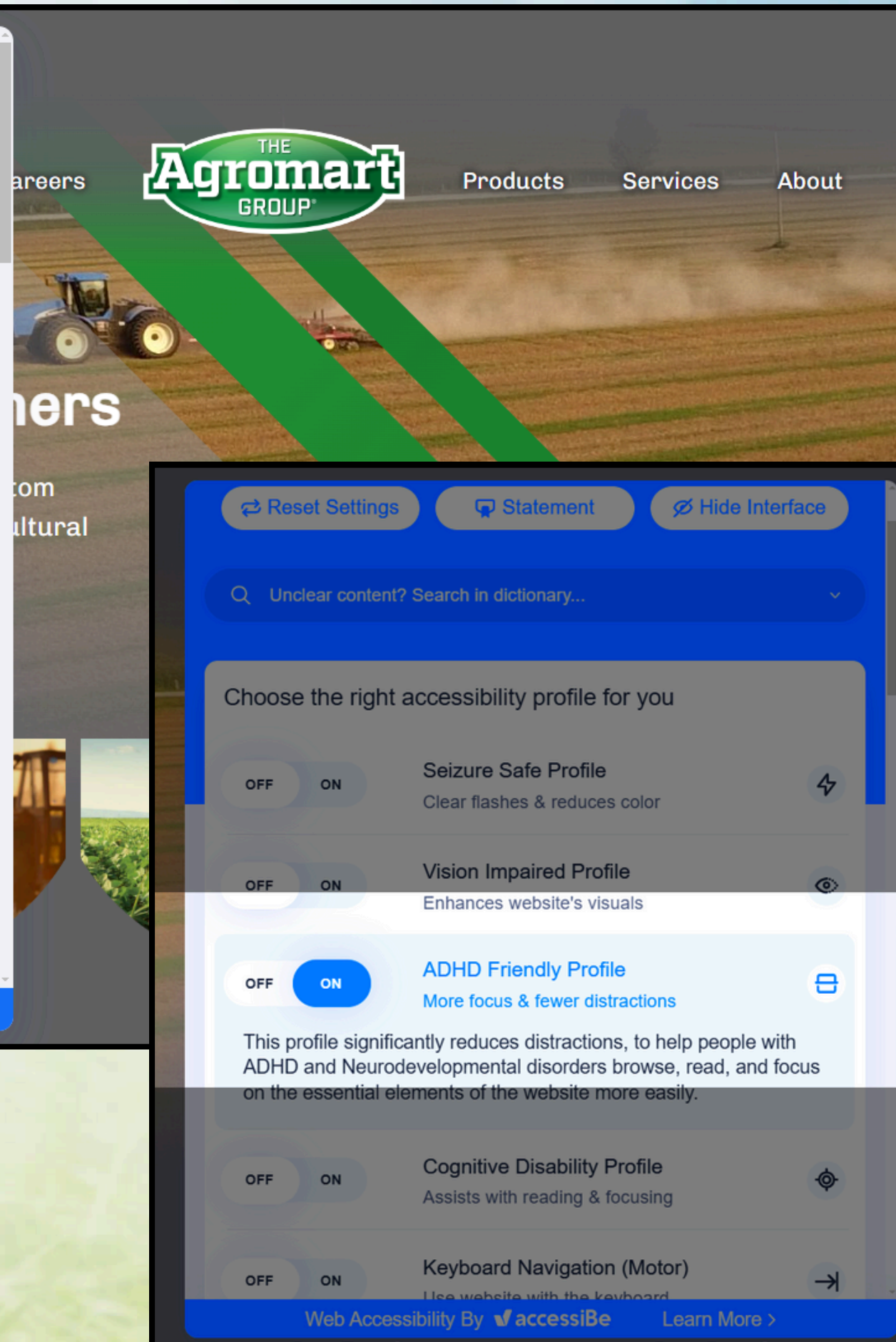
Unclear content? Search in dictionary...

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- OFF ON ADHD Friendly Profile
More focus & fewer distractions
- OFF ON Cognitive Disability Profile
Assists with reading & focusing
- OFF ON Keyboard Navigation (Motor)
Use website with the keyboard

This profile significantly reduces distractions, to help people with ADHD and Neurodevelopmental disorders browse, read, and focus on the essential elements of the website more easily.

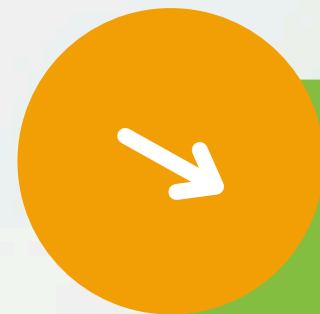
Web Accessibility By accessiBe [Learn More >](#)



Tried, Tested, and True

What are our options?

- Our team at AgriBytes tested multiple accessibility plugins, and all had issues except for accessiBe.
- Others were not AODA compliant and in some cases, made the website worse.
- **accessiBe is the best web accessibility plugin we have used.**



\$490

/ YEAR (USD)

- Need help? We can set up for a one-time fee of \$97 CAD
- accessiBe billing will be set up directly to your credit card (no markup by AgriBytes/WMWL)

Continuining on...

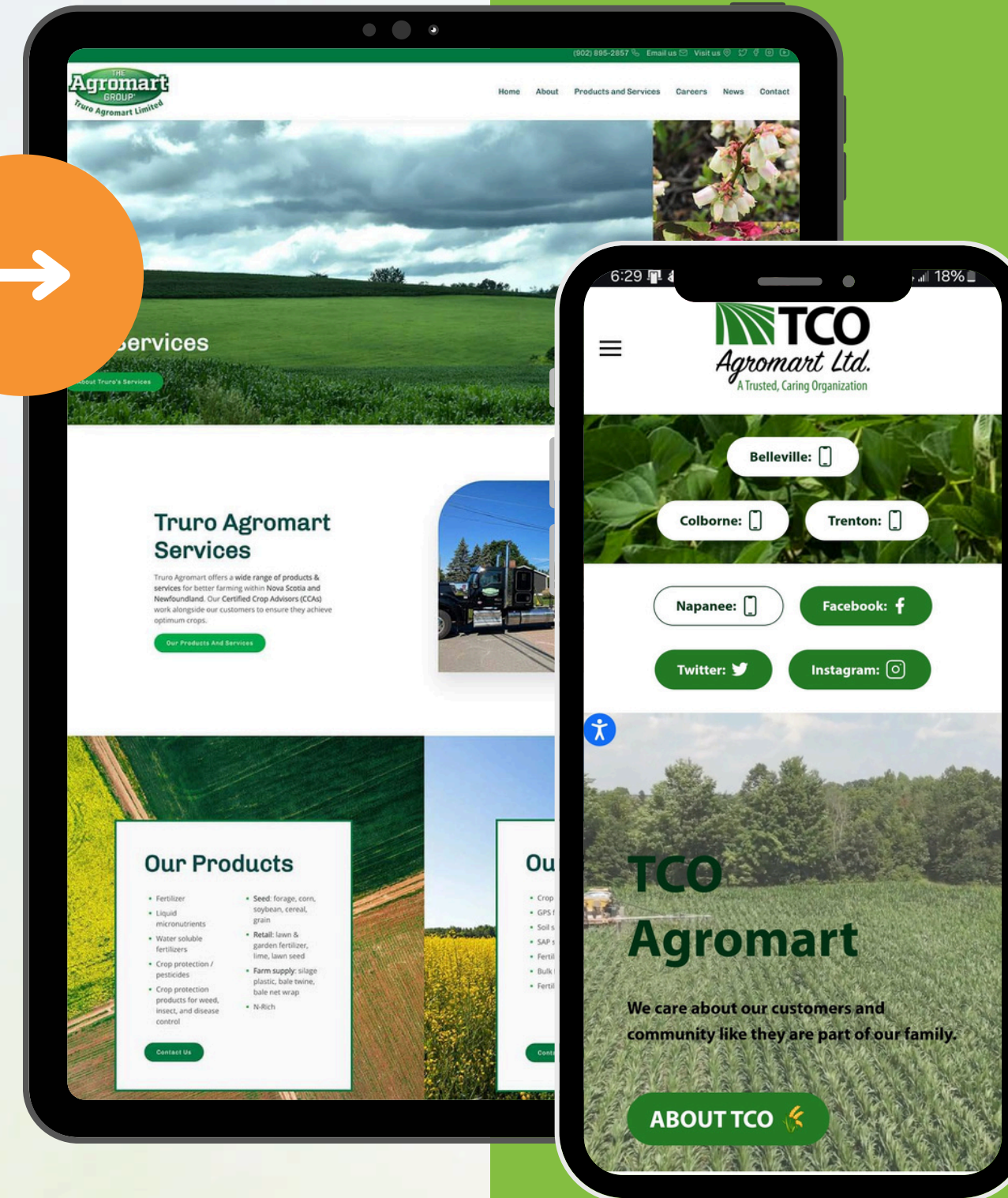
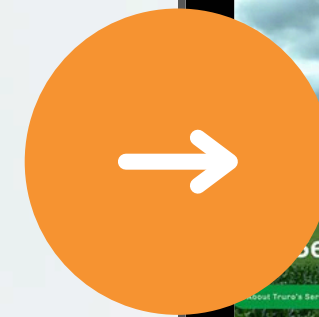
**Mobile Friendly,
Responsive Design**



Responsive Design

What does mobile-friendly mean?
Why is it important?

Would you close your shop's door to
half your customers?



Truro Agromart

48.4% mobile users



Truro Agromart Ltd.
Serving farmers in Nova Scotia and Newfoundland fertilizer, crop protection, and seed for over 70 years in the Maritimes.

[Learn About Truro](#)

Your cron

Contact Truro Agromart
for all your agricultural needs

[Contact Us](#)



Contact Truro Agromart

Lawn & Garden

Does your lawn need a boost? Are you planting a garden? Don't know where to start? We can help! Our line-up of lawn and garden products will give your soil what it needs to help rejuvenate your landscape.

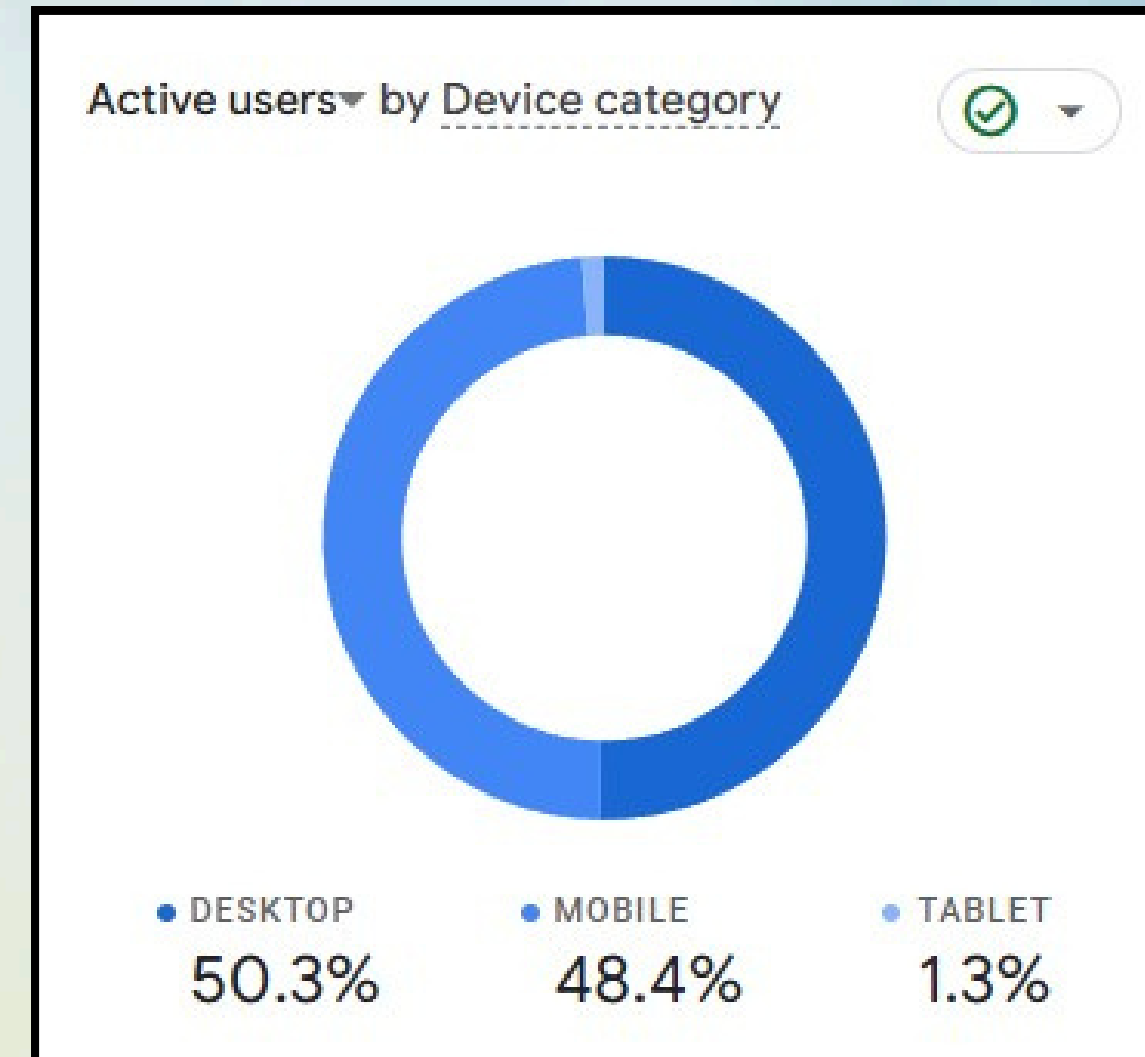
[View Products](#)

Active Users

Mobile Friendly

Active users▼ by Platform / device ca...

PLATFORM / DEVIC...	ACTIVE USERS
web / desktop	192
web / mobile	185
web / tablet	5

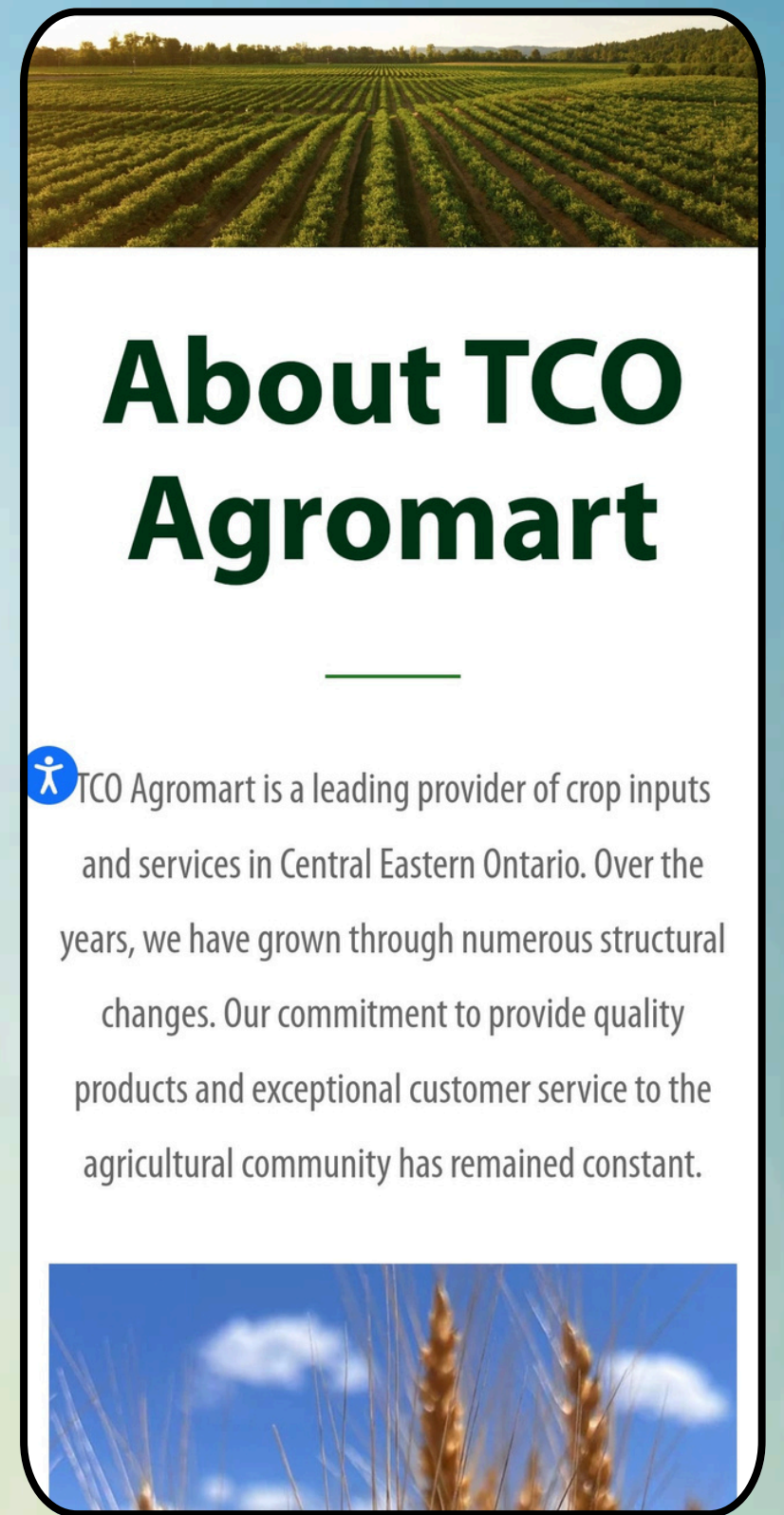
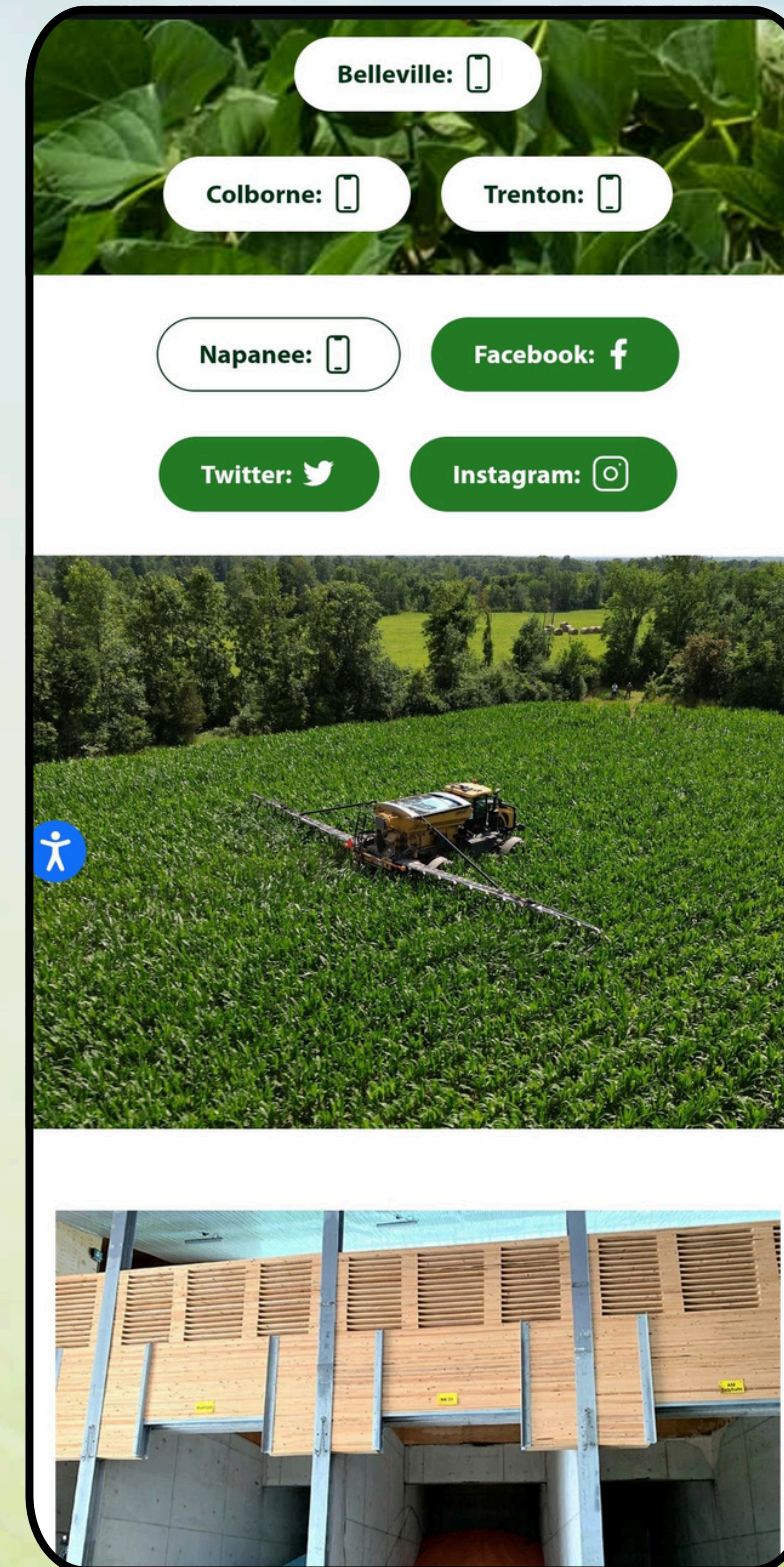
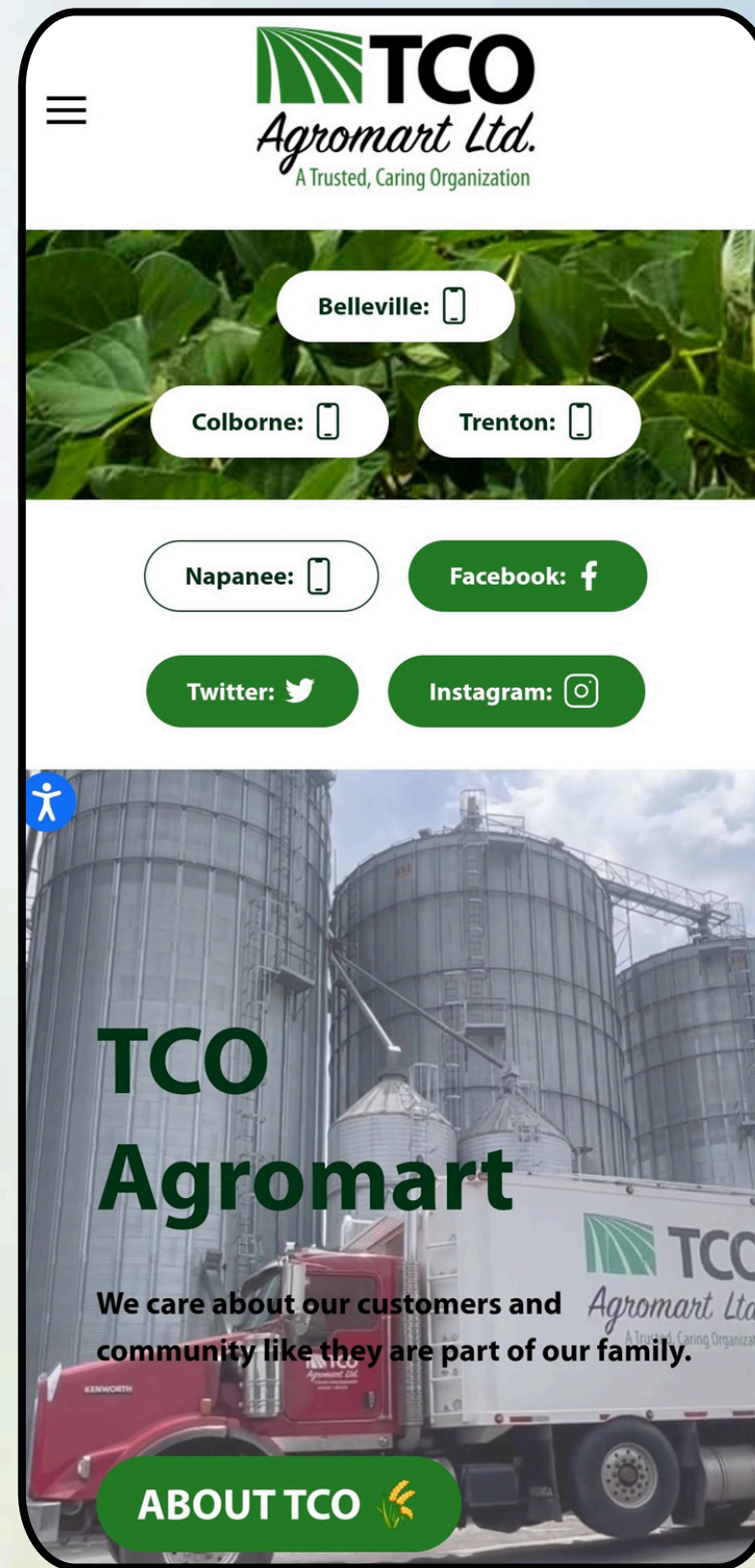


Source: GA4 Truro Agromart




TCO Agromart Ltd.

50.5% Mobile Users

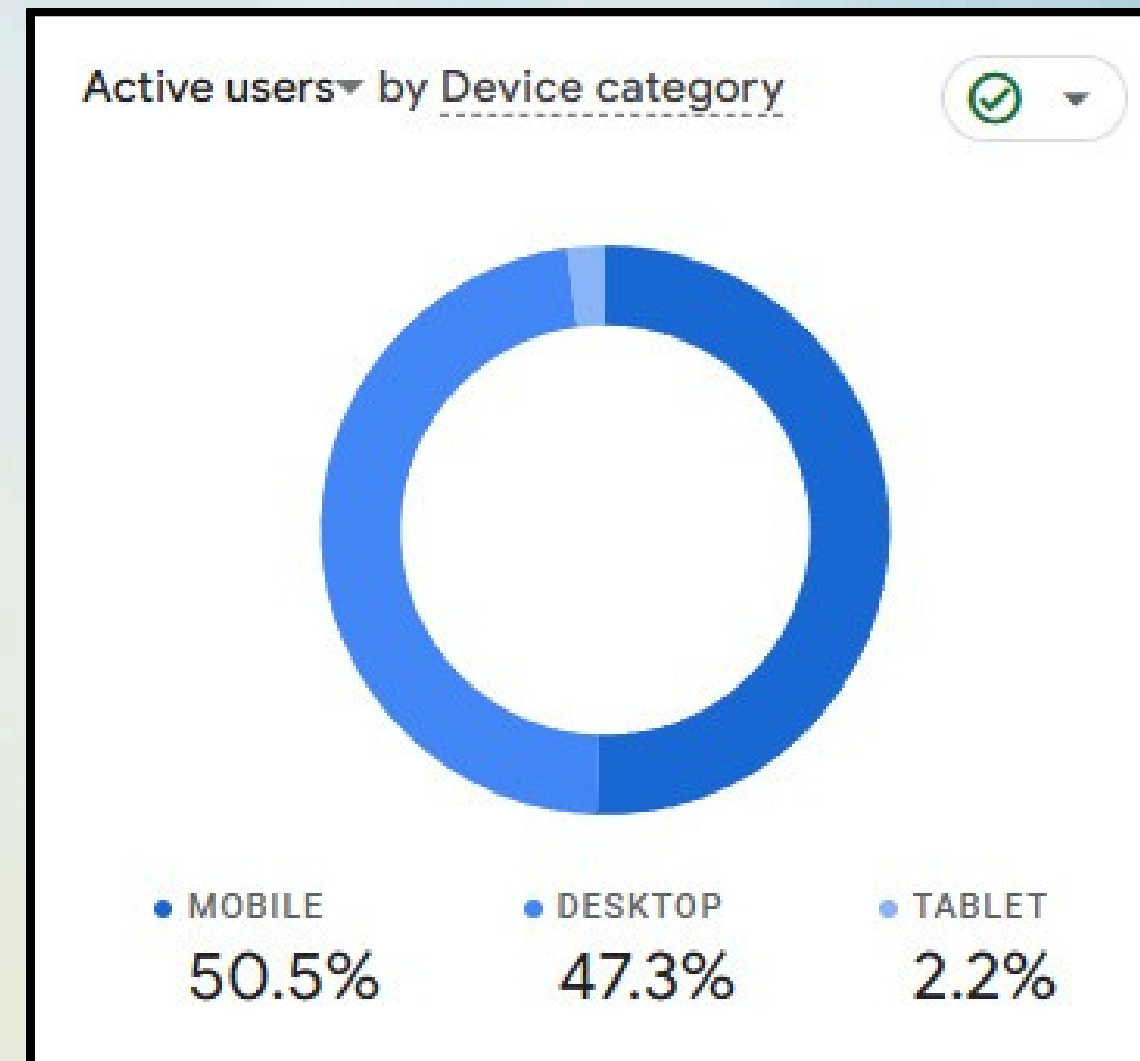


Active Users

Mobile Friendly

Active users▼ by Platform / device ca... 

PLATFORM / DEVIC...	ACTIVE USERS
web / mobile	1.5K
web / desktop	1.4K
web / tablet	66
web / smart tv	8



Source: GA4 TCO Agromart



Bad Mobile Design?

Why does it matter?
What are the consequences?



Bouncing



- Occurs when users quickly hit the “back” button after visiting a website.
- Not what they wanted or expected
- Frustrating Experience
- User leave when they get to a bad mobile UE

Lost Customers

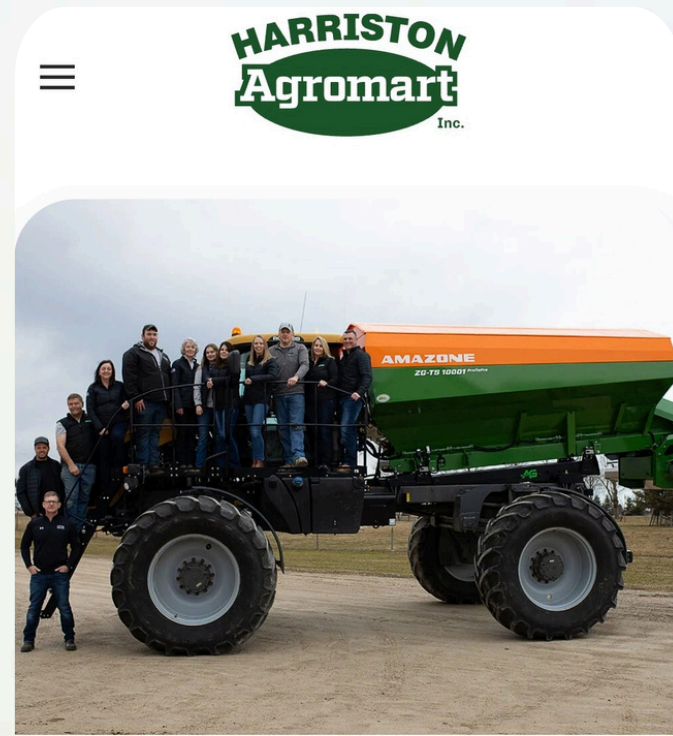
- Close to 50% of our clients’ visitors use a mobile device.
- A bad design loses potential customers, looks cheap/dated, and is **PREVENTABLE**.





Our designs are for everyone

Mobile-friendly designs encourage growth and sales



HARRISTON AGROMART INC.

With deep roots, Harriston Agromart Inc. provides quality agricultural products and services.

HARRISTON



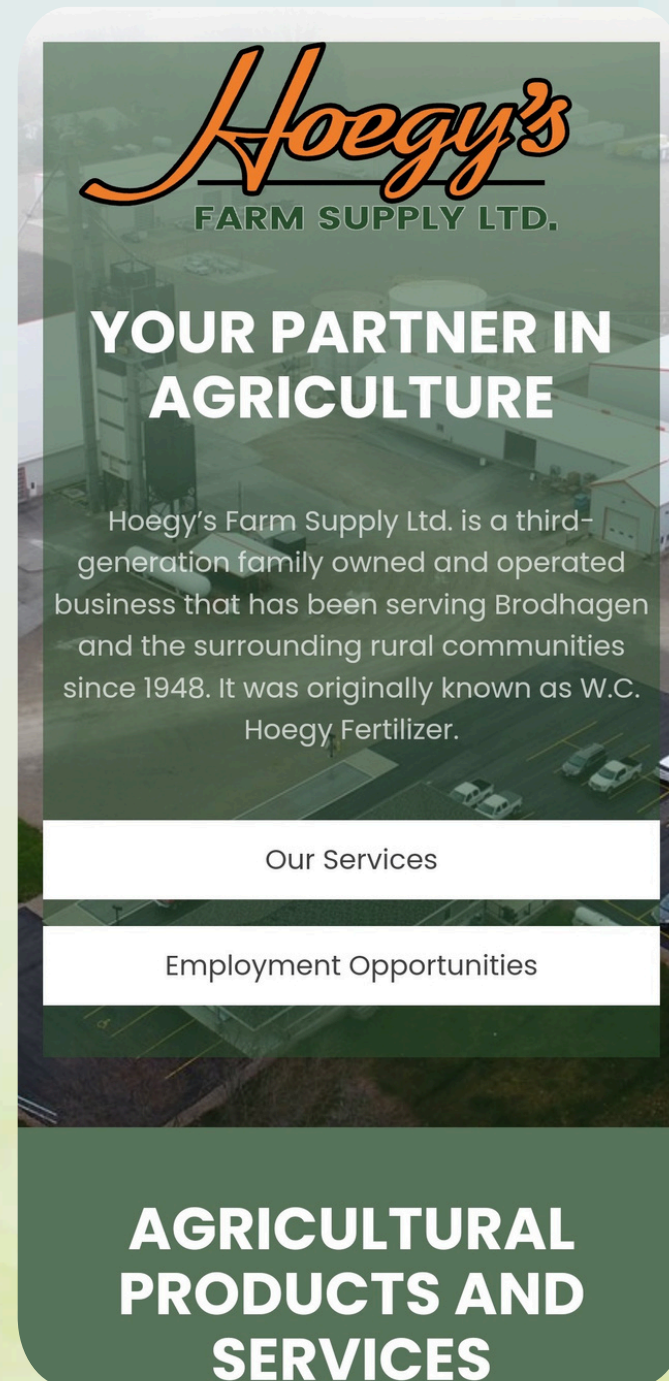
FINGAL FARM SUPPLY LIMITED

info@fingal.ca 519-769-2070

Fingal Farm Supply

Fingal Farm Supply Limited has been an integral part of agriculture and country life since 1970

Contact us



Hoegy's FARM SUPPLY LTD.

YOUR PARTNER IN AGRICULTURE

Hoegy's Farm Supply Ltd. is a third-generation family owned and operated business that has been serving Brodhagen and the surrounding rural communities since 1948. It was originally known as W.C. Hoegy Fertilizer.

Our Services

Employment Opportunities

AGRICULTURAL PRODUCTS AND SERVICES



Alliance Agri-Turf

Knowledge to grow by

Crop Inputs

We make crop management hassle free.

Crop Inputs

I love these, because they're free...

**Google Business
Profiles**

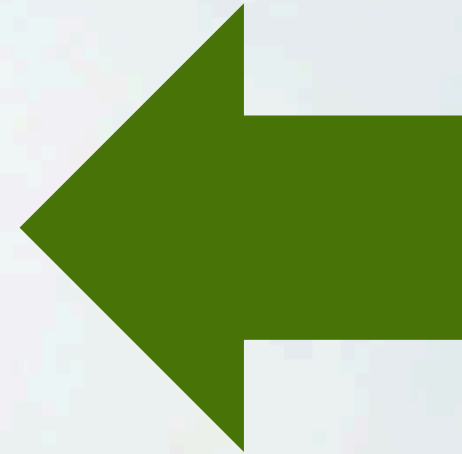
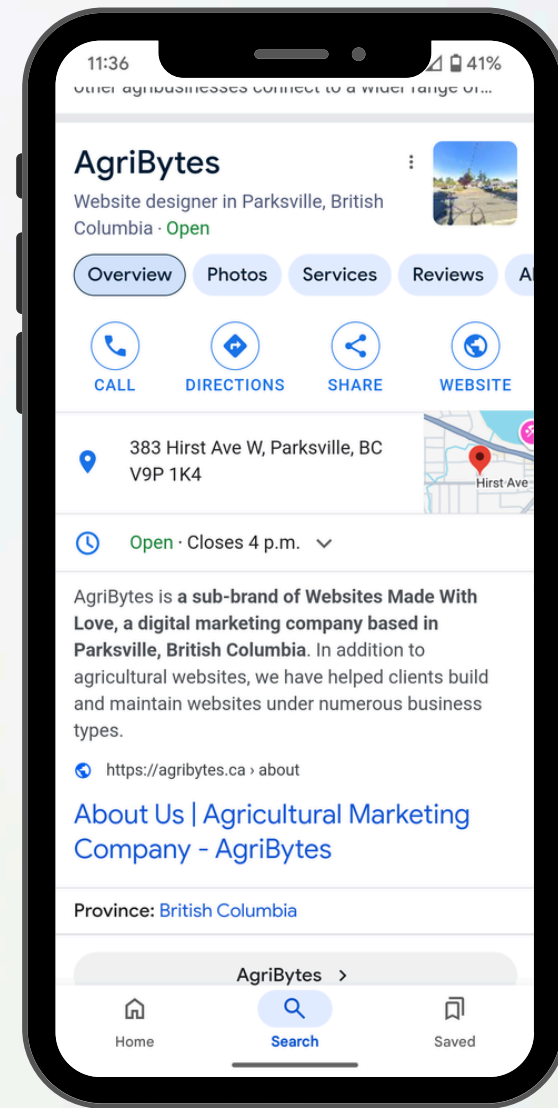




Google Business Profile

Why is it important?

It's kind of like the ol' YellowPages book, but online and FREE!

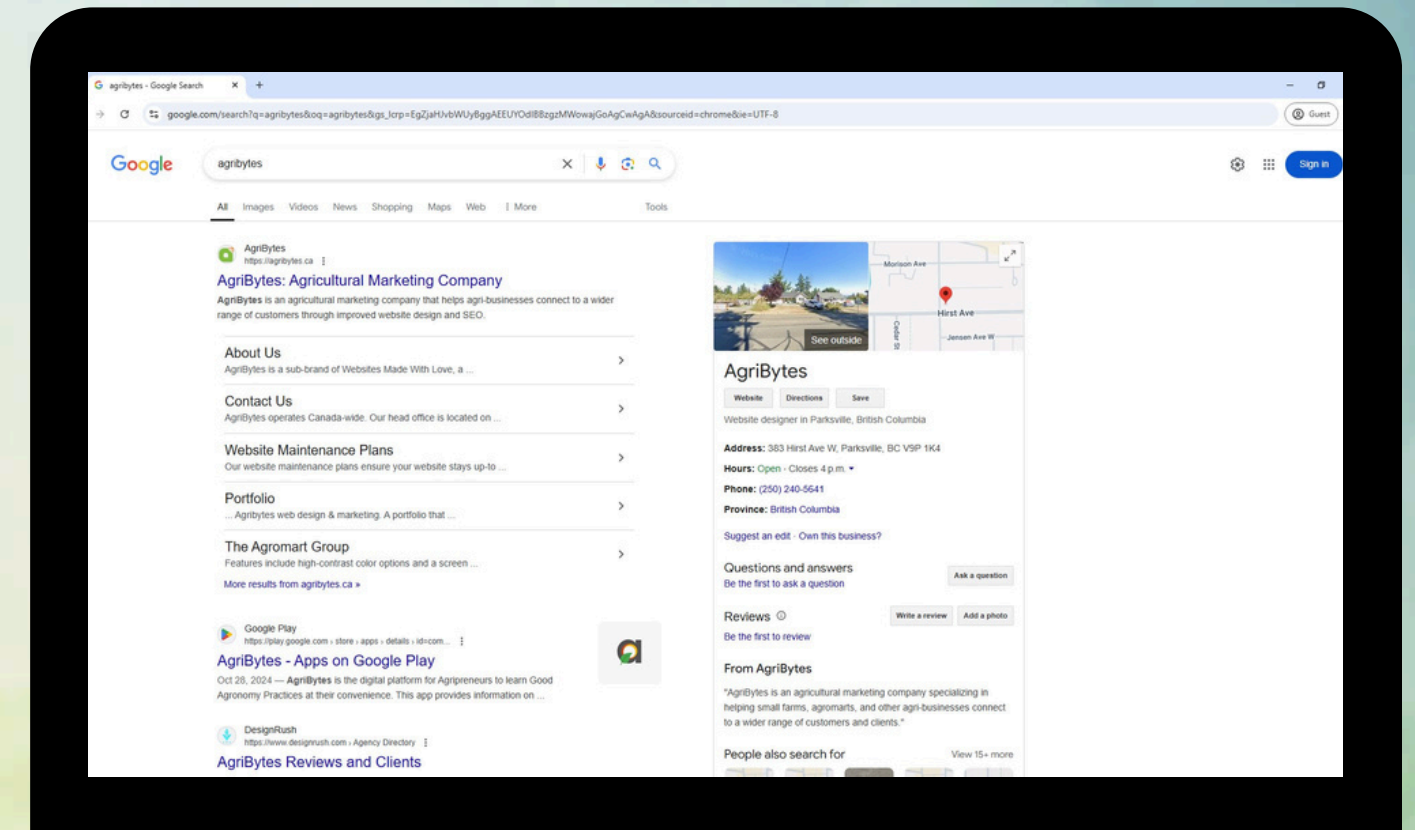


Crucial info at your fingertips

- Call the business directly (one-click!)
- Business Hours
- Address/Map
- Interior/Exterior Photos

Big impact on desktop

- Takes up half the screen
- Like a FREE advertisement!
- Same features as mobile view
- Images and map are larger



Importance of Reviews

Quality and Quantity Matters



”

Joanna

“We cannot express how impressed we are with their exceptional web design services tailored for the agriculture industry.”



- First-contact point of info
- Good first impression
- Google reviews before deciding to contact
- Best to reply to all reviews - positive and negative
- 5 Star reviews help boost SEO
- GBP Interaction boosts Local SEO

Hint: we have a tool to help, more on that later

Local Map Pack

Generates based on user's location

Reviews, # Years In Business, Location, & More

The screenshot shows a Google search interface with the query "web designers parkville bc" in the search bar. Below the search bar, the "Businesses" section is displayed. The first business, "Websites Made With Love", is highlighted with a red border. It has a 5.0 star rating from 36 reviews, is a website designer with 5+ years in business, and is located at 383 Hirst Ave W. The business is currently closed, opening at 9 a.m. on Mondays. A customer review is visible: "Mark and his team did a fantastic job creating a beautiful website." To the right of the listing are icons for "Website" and "Directions".

Below the first listing are two more blurred business listings, each with "Website" and "Directions" icons. At the bottom of the list is a "More businesses" button with a right-pointing arrow.

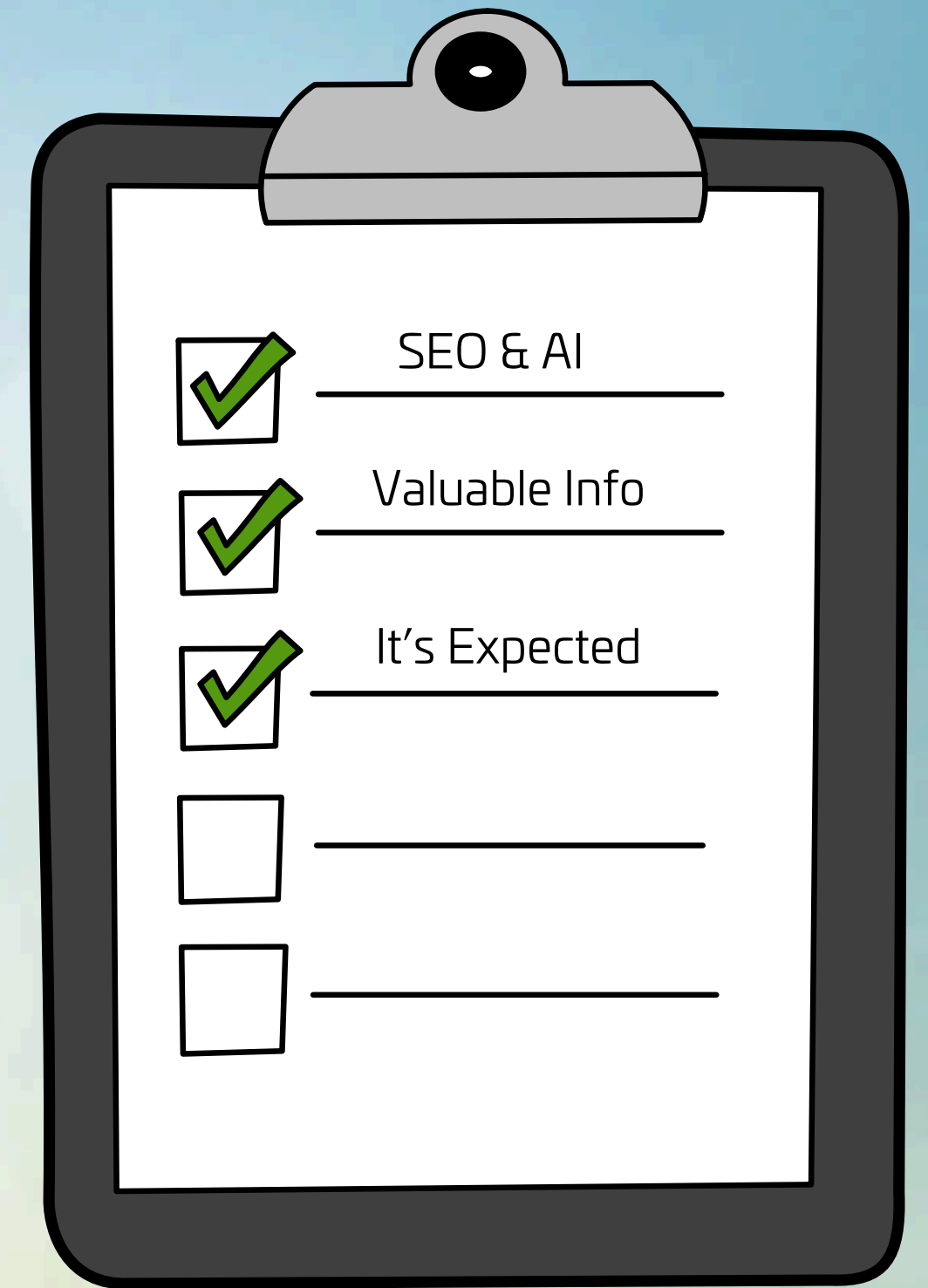
To the right of the business listings is a map showing the local area. Red location pins are placed on the map for "Websites Made With Love", "Perceptable", "Trinex Internet Solutions Inc", and "Roycroft Creative". The map includes street names, a highway labeled "19A", and a compass. At the bottom right of the map, it says "Map data ©2024 Google Terms".

Do I need a GBP?

YES! Most businesses have one, especially your competitors!

AI is getting better and drawing from as many sources as possible.

A well-tuned GBP is a smart choice.



Remember, it's *FREE*

Don't get left behind, claim your GBP.



Free listing, you only pay for us to optimize listing.

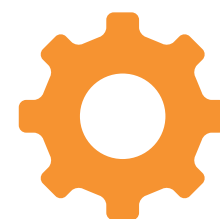
GBP Management Services

Cost and Setup



Starting from \$59/month

- Weekly, biweekly, or monthly updates
- Optimization for services, contact info, categories, etc



Setup & Management

- We'll help you get verified
- Auto-apply new tips and improvements to your listing
- Need more? Add-on management services are available.



Basic

1 Update/Month

Photos

Local & Map Rank Tracker

Local Marketing Audit

\$59/Month*

Standard

Everything in basic plus...

Local Rank Tracker

Service Area Business Scans

Trend Reports

\$99/Month*

Premium

Everything in standard plus...

Listing Change Monitoring

Review Generator

\$139/Month*

**Min 6 month commitment*

Some additional info...

**Our Services and
Pricing**



How much does a website cost for Agromarts?



It varies, often starting at \$4,500 for a 5-page website, up to \$10,000 if robust



\$4,500+ websites are simple: Home, About, Products, Services & Contact



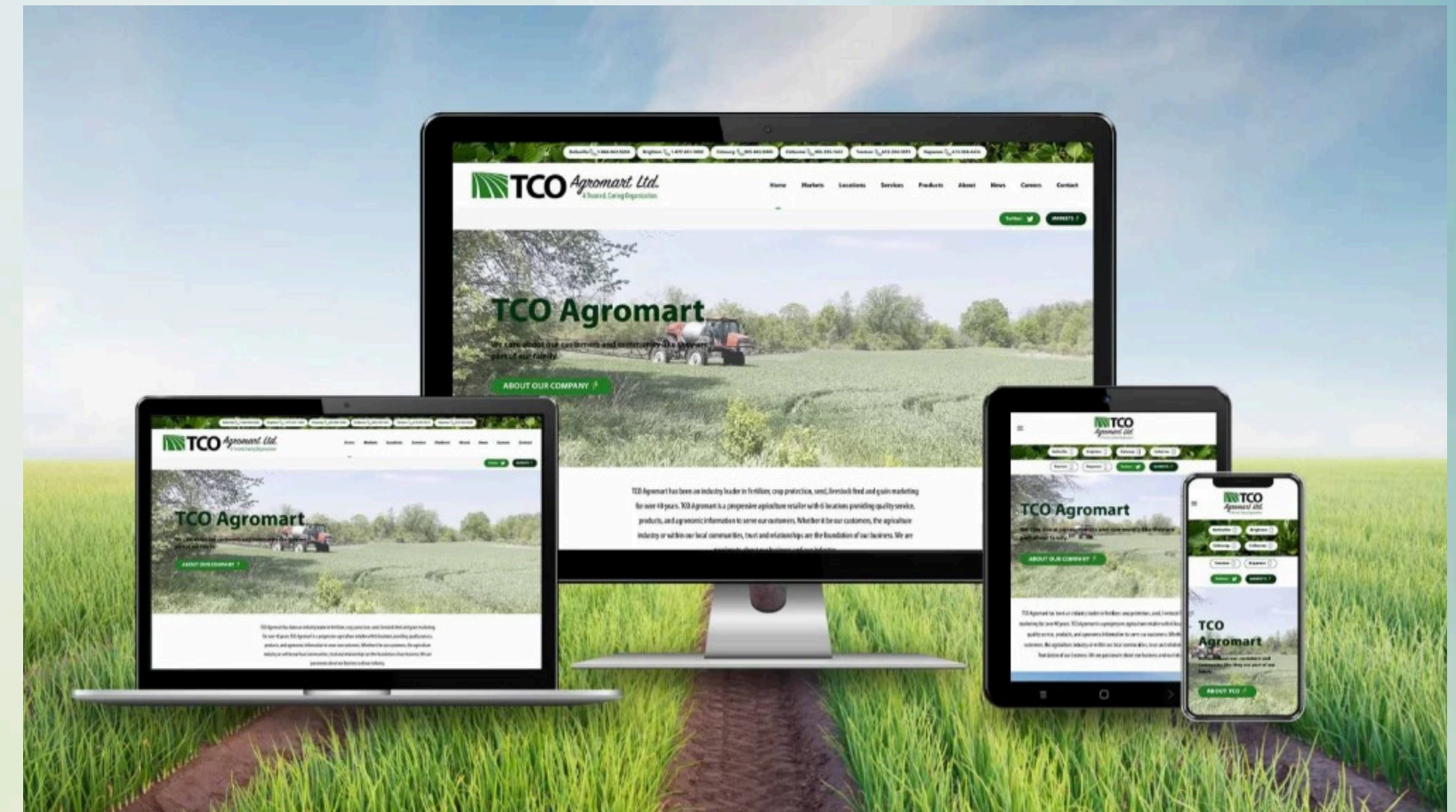
Additional features include:

- Career pages/forms
- Markets/weather widget integration (DTN, etc)
- More pages (seed, etc)
- Expanded timeline (history)



AgriBytes' Portfolio

Agromarts and Agri-Businesses in Ontario and Eastern Canada



View online agribytes.ca/portfolio

Review Generator

A simple tool to encourage customers to leave reviews on Google, Facebook, etc.

FEEDBACK REQUEST

First Name *

Last Name *

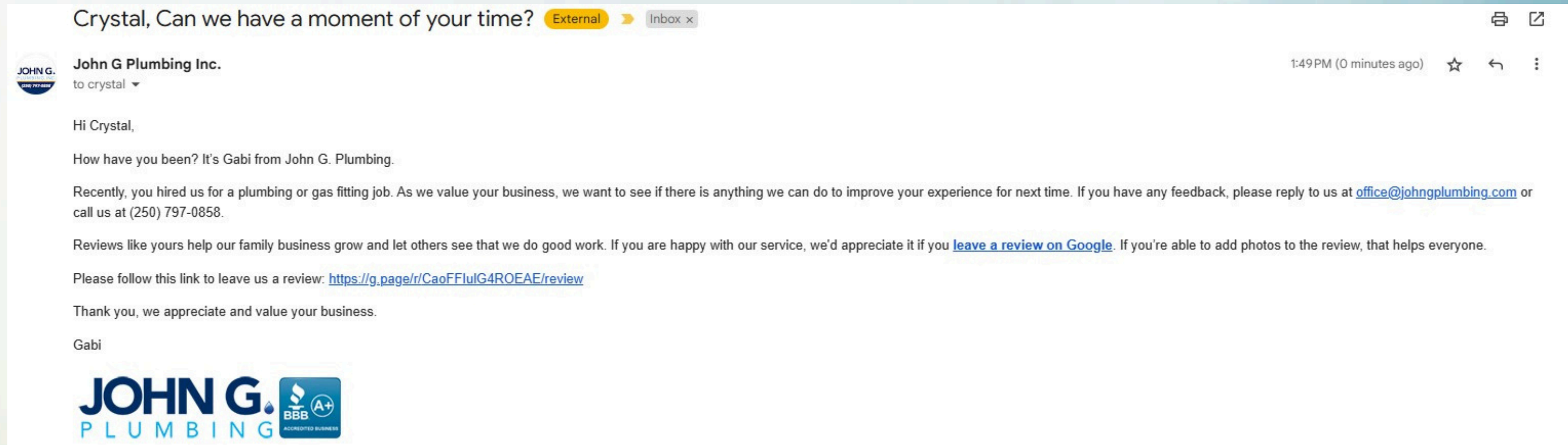
Email *

SUBMIT

Business owners enter in the name and email,
we do the rest.

Automated email to the customer

Encourage positive customer reviews.



Help prevent bad ones from going public.

Email Marketing


Are you building a list? Sending out a newsletter? We make it easy.

Starting at \$33/month



Send automatic emails based on RSS feeds, such as when you update an event or blog on your website and so much more!

Automations galore with Active Campaign!



**We're here to
help you grow.**

Plenty of ways to grow online



01

Grow Your Website

02

**Optimize Google
Business Profile**

03

**Get more reviews
with our Review
Generator**

04

SEO/SEM Services

Helpful Info

agribytes.ca/conference



01

General Questions

info@agribytes.ca

02

**View additional notes
and information**

03

**Want our help? Book a
free clarity call here**

04

**View and download this
presentation in PDF**

THANK YOU

Questions?



AgriBytes

www.agribytes.ca