



DEVELOPING A WEBSITE FOR HAMILTON BROTHERS RANCH

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INTRODUCTION & BACKGROUND

The purpose of this project was to develop a website for Hamilton Brother’s Ranch. Doing so will modernize Hamilton Brother’s Ranch and help customers learn where their product is coming from. The Hamilton Family has a long history in agriculture. The author discovered the Hamilton Family considered their practices and products “normal” but their customers value the uniqueness and care going into the products they enjoy. In order to promote Hamilton Brother’s operation as a whole, the author developed a website that will be able to connect the consumer the products they consume.

WEBSITE LAYOUT:



METHODS & MATERIALS

The Hamilton Family has a long history in agriculture around Rio Vista and, the Sacramento Delta. The history needing to be highlighted in the website will be collected at the Rio Vista Museum and through talking with Richard Hamilton and David Hamilton. After the core information was decided, the outline of the website design was sketched on paper to have a more concrete idea or storyboard.

After the website information was collected, the material was reviewed by the ranch owners and the Hamilton Family. Once edits were returned, they were applied. Lastly, the website was designed using the Adobe program, Muse, and a trial link was sent to the ranch owners. Once looked over and approved, the completed website was uploaded under the owners’ domain they previously purchased.

STATEMENT OF THE PROBLEM

The author will design a website to capture audiences with the story and values of Hamilton Brothers. With the rise of the farm-to-fork movement in the nation, especially in Northern California, it is vital for agriculture companies to nurture direct communications with consumers. Hamilton Brothers uses cattle, sheep and crops to match the environmental conditions of its operation and to promote the quality of products it markets. The agriculture industry is slowly evolving to modern times with marketing tactics and developing a website is vital way to push specialty markets such as lamb. The modern Internet is most common and the best way to disseminate information to society. Internet advertng increased drastically in the last decade from the increasing percentage of online shoppers and it is now a multi-billion dollar industry (Lumsden, 2012). The designer will give a background of Hamilton Brothers starting in 1870 and the story of coming to find gold in the form of wheat. The story needs to be shared and the easiest and first steps of doing this is through a website (Porter, 2011).

CONCLUSION

With the rise of the farm-to-fork movement in the nation, and especially Northern California, it is vital for agriculture companies to nurture direct communications with consumers. For this project, the author developed a website for the Hamilton Brothers Ranch. The website will help rebrand the family’s image to make them more approachable to the consumers eating their lamb, beef and crops. The company website will share their history as it promotes the operation’s story intending to create a larger and loyal customer base that cares about what they consume.

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