

## What Should I Have on My Equine Website?

And How Much Is It Going to Cost?

*by Janice D. Byer*

For every business, including those that are in the equine industry, a website is a must have when it comes to your marketing efforts. What to include on your equine website depends on what you are selling and to whom. Your product or service along with who your target market is will play a huge role in deciding what to include on your website. However, if you are new to having a website and don't have any idea what to include, the following are ideas for your equine website.

### **Standard pages:**

There are generally 2-4 basic, standard pages that most websites include...

Home -- About Us -- Links -- Contact -- Services or Products

### **Other pages to be considered are:**

News & Events -- Staff -- Association Memberships -- Quotation -- Testimonials --  
Frequently Asked Questions (FAQs)

### **Optional website features:**

Photo Gallery -- Videos and other media -- Forums -- Classified Ads -- Directory

### **Equine specific pages:**

#### ***Stud & Broodmare Farms & Horse Sales:***

Our Mares, Our Foals & Our Stallions -- Our Breeding Program

#### ***Lesson, Training & Racing Stables, and Boarding Facilities:***

Our Horses -- Our Facility -- Coaches -- Rates

#### ***Farriers, Equine Dentists & Veterinarians, Massage Therapists, Trainers, Coaches, etc:***

Rates -- Qualifications

#### ***Horse Transportation:***

Our Truck(s) & Trailer(s) -- Service Area -- Rates or Quote

#### ***Equine Photography & other Equine Designers***

Photo Gallery/Portfolio -- Copyright Info -- Purchase Information -- Order Form

#### ***Recreational Riding, Vacations, Dude Ranches & Camps***

Our Horses -- Our Facility -- Accommodations -- Rates

***Other Service Businesses*** (ie. Saddle Fitting, Blanket Repairs, Clipping, Equine Insurance, Competition Venues, Realtors, Organizations, Associations & Equine Publications)

Services -- Photo Gallery -- Rates -- Location, etc. It all depends on your business and your target market.

***Other Sales Businesses*** (ie. Tack Shops, Feed Stores, Equine Gifts, Trailer Sales, Jumps, Farm Equipment, Farm Structures, Fencing & Hay Sales)

Photos, descriptions, pricing, available sizes and colours, shipping costs, and the standard pages (Home, About, Links, Contact, etc.)

### **Ecommerce Capabilities:**

**Shopping Cart** - If you plan to sell any quantity of products from your site, you will need a shopping cart .

Shopping cart options include **open-source carts, third-party paid solutions** and **complete solutions**.

You will also need a **Payment Gateway** and a **Merchant Account**.

### **Shipping Information**

### **Additional Information:**

Calendar of Events -- Navigation -- Photos

### **What else will I need?**

Domain (eg. www.yoursite.com) -- Web Hosting

### **So... be honest... how much will this all cost me?**

### **Design Costs:**

The cost to design a website depends on the pages & features you want to include; the amount of content, text, videos; whether you need ecommerce; and the web design company that you work with. Every web design company has different pricing structures.

Every basic site needs to include Home, About, Links & Contact. A site with just these basic pages, consisting of strictly text and a few images will cost approximately \$500 to \$700.

Most sites will also include at least 3 or 4 other pages (eg. Services, Our Horses, Photo Gallery, Our Facility, etc.). A basic site with standard pages and up to 3 or 4 extra pages, the cost will range from \$800 to \$1200.

For approximately 10 pages or so, you are looking at a cost of \$1500+.

The above pricing is ballpark and a final price should be spelt out in a contract between you and your designer before you move ahead.

### **Other required costs include:**

**Domain Registration** – Most domains will run you about \$18.95 per year.

**Web Hosting** – Anywhere from \$10 per month to \$50 or more per month.

## **Ecommerce Costs:**

The **shopping cart** can be anywhere from a free solution to one that there are charges for everything from the set up to the transaction fees.

A typical **merchant account** will cost about \$100 - \$250 to set up, an average monthly minimum fee of \$25 and approximately \$5 per month for statements. Plus a 1% to 4% per transaction fee.

The time needed for the additional work required to design your ecommerce pages be \$500+ depending on the extent of work needed.

## **Conclusion**

The pages you include as well as the layout, colouring and features are just as important as your actual content and images. You need to design your site with your target market and the search engines in mind.

**Download a free 18-page ebook explaining further what to include on your equine site and how much it will cost at <http://www.equinewebdesign.ca>.**

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Janice Byer is horse lover, rider and owner of **Equine Web Design** and has been designing websites for small businesses, including equine businesses, for over 10 years. Be sure to check out her blog, *Diary of a Horse Mom* on her farm website at <http://www.shadyridgefarm.ca/blog> and her *Web Design Portfolio* at <http://www.equinewebdesign.ca>.