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The agriculture website guide

A website that suits how rural customers buy

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Your customers buy on relationships, know their suppliers personally, and do a surprising amount of their browsing from a tractor cab on a 4G connection that drops at the hedge line. A website for this sector has to respect all three of those facts, and most were built respecting none of them.

THE CLICKINGMAD TEST

If it does not load on one bar of 4G at the hedge line, it does not exist.

What the website has to do

Load fast on a weak signal, which is a build discipline rather than a design preference, and one worth testing before you sign anything off. Speak plainly, because this audience is expert, time-poor and allergic to marketing voice. And lead to the phone, because the sector buys by ringing up, and the number should be one thumb-tap away on every page.

What to put in the brief

Your seasonal calendar, because farm business is rhythmic and the site's content and promotions should breathe with it. Where stock and product data lives and how it will stay current, since a rural audience forgives a plain site and never forgives a wrong one. Who answers the phone and when. And the relationships, dealerships and brands that anchor your credibility locally.

What to measure

Phone enquiries through call tracking, because that is where this sector transacts. Direction requests and opening hours lookups. And product page engagement by season, which quietly maps your customers' year better than most market research.

Ready when you are

Part of our team grew up on farms, we have worked in the sector for over fifteen years, and we test every build at low bandwidth as standard. Ring 01746 769612, or ask for the free written review of your current site first.

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