



## INTERNET MARKETING REPORT FOR GOVIN'S MEATS & BERRIES

[www.govinsfarm.com](http://www.govinsfarm.com)

Analysis conducted by: Eli Moua

December 8, 2013

## EXECUTIVE SUMMARY

### **Govin's Meats & Berries**

Govin's Meats & Berries is a small family farm owned by John and Julie Govin along with their two sons, Kyle and Clayton. Govin's Meats & Berries is located East of Menomonie, WI between Interstate I-94 and Highway 12/29. Govin's Meats & Berries offer a wide variety of products to choose from. They offer 10 acres of corn maze, 3 acres of pumpkins, 6 acres of strawberries both U-Picked and Pre-Picked, all natural lamb, chicken, pork meat and many other fun activities.

### **Current Status**

Govin's Meats & Berries currently operates one website. The website is hosted through Weebly. They have Google Analytic implemented within the site and use it to help optimize their site performance. Over 76% of all traffic generated by Govin's Meats & Berries website come from either direct traffic (Users typing in Govin's URL website) or from Google organic search. Govin's Meats & Berries does have some social media profiles that bring in some traffic, but it is very minimal compared to direct and Google organic search.

### **Optimization**

It is important for organizations to continue researching and practicing best search engine optimizations as these terms and policy can change as often as the technology itself. There are a few things websites can do to better optimize their site. They can revise their title tags and meta descriptions to fall within the recommended character count and include keywords that best describe the content on the page. The content can be revised to better fit the titles of the page as well. Including better keywords in the Title Tags and Meta Description can help increase search traffic. Revising content to better fit the titles will also improve user experience. It will save user time by searching and looking at titles of each page, instead of reading full paragraph of wrong information.

### **Expected Results**

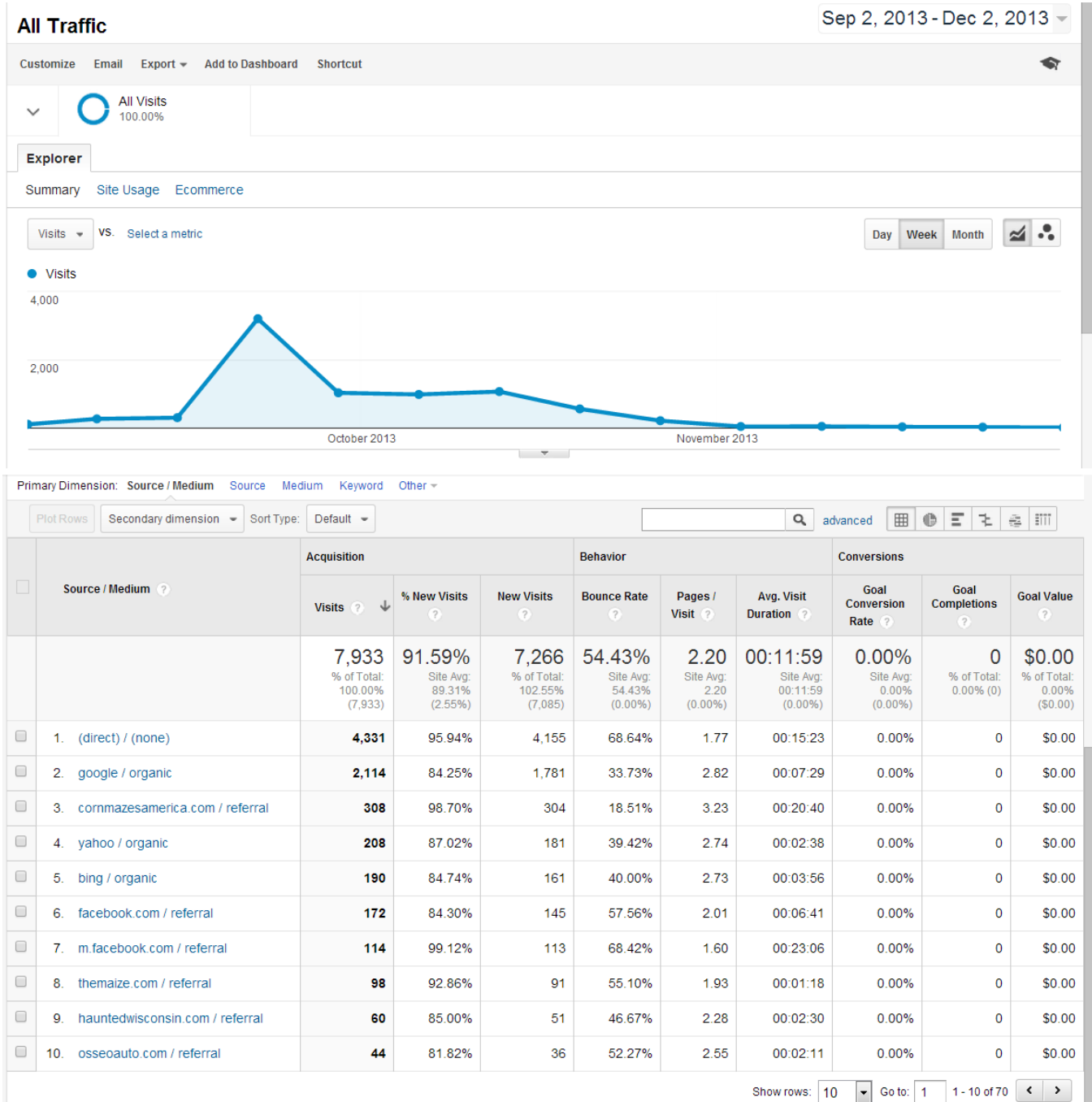
In Search Engine Optimization, it takes time for the changes made and implemented to return immediate and extreme results. This is especially true in Govin's Meats & Berries case, as they are an organization that offers seasonal product and services. Govin's has three main products/services that draw traffic to its site. They are the Lambing Barn, Strawberry Patch and Corn Maze & Pumpkins. The Lambing Barn is open mid March through early April. Strawberry season is mid June through early July. Corn Maze & Pumpkins is open late September through late October. A general timeline to use these online marketing strategies would run from early March until the end of October. Running these strategies through Govin's three biggest attractions will give better results of how effective the strategies are.

## CURRENT DATA

TOOLS: GOOGLE ANALYTICS; PAGE RANK

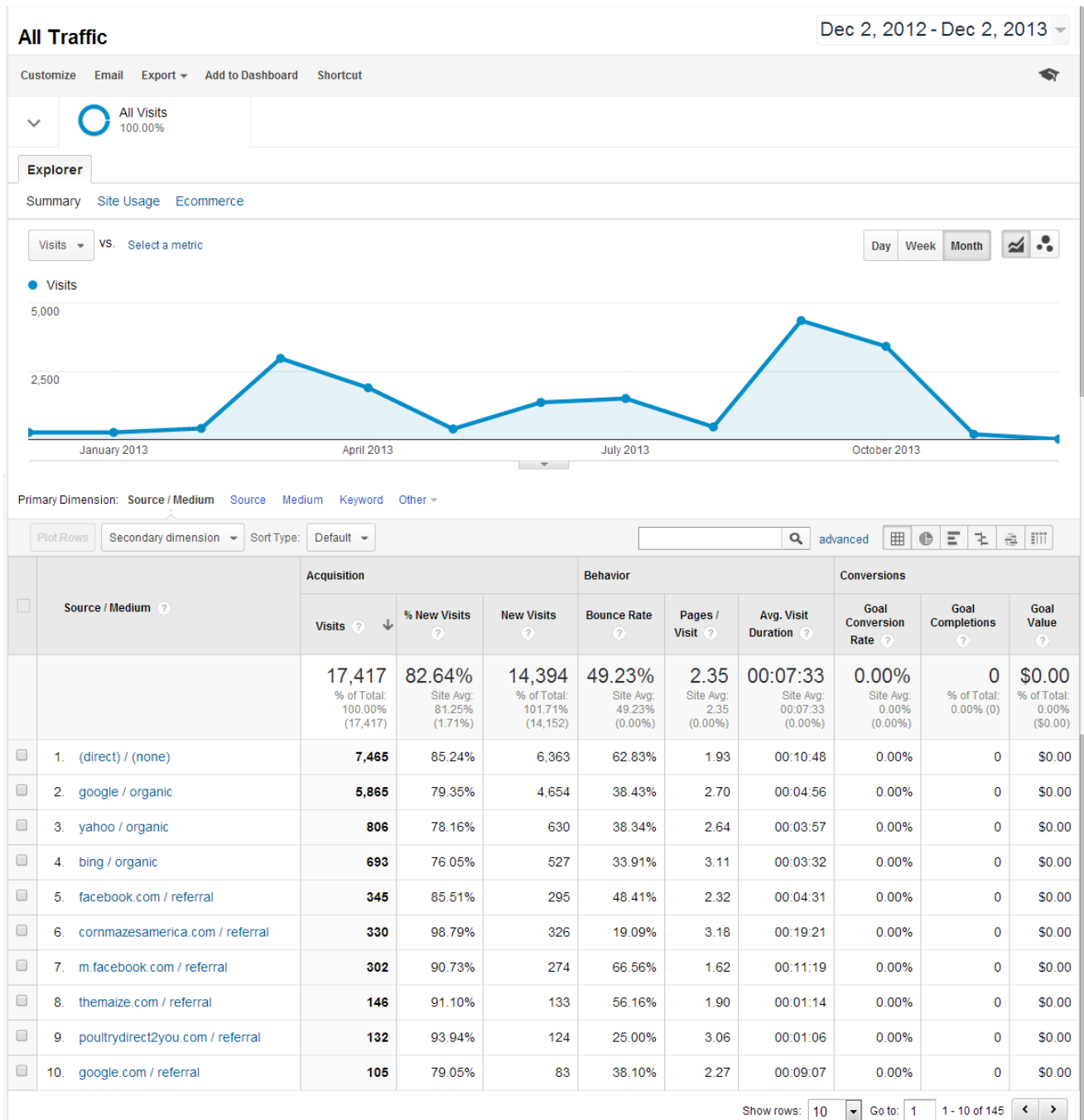
### Traffic:

Overall Traffic – Past 90 days



In the past 90 days, Govin's Meats & Berries has generated almost 8,000 visits. From the line graph above, we can see that there is a noticeable spike in visits the week of Sept. 22 – Sept. 28. These dates coincide with Govin's fall activities.

Overall Traffic – Year over Year (YOY)



The data above is an overview of all traffic from Govin's Meats & Berries year over year. Over the course of one year, Govin's has generated over 17,000 visits, with the majority of visits coming to the site directly or through Google Search. The line graph above is an excellent presentation of the seasons when Govin's Meats & Berries is open and active.

Govin's Meats & Berries most visits came in the month of September, with over 4,300 visits. Second most visits occurred in the month of October, with about 3,400 visits. September and October only account for about 44% of all traffic generated over the course of a year. This is important to know because many visitors that come to Govin's website are interested in its fall activities.

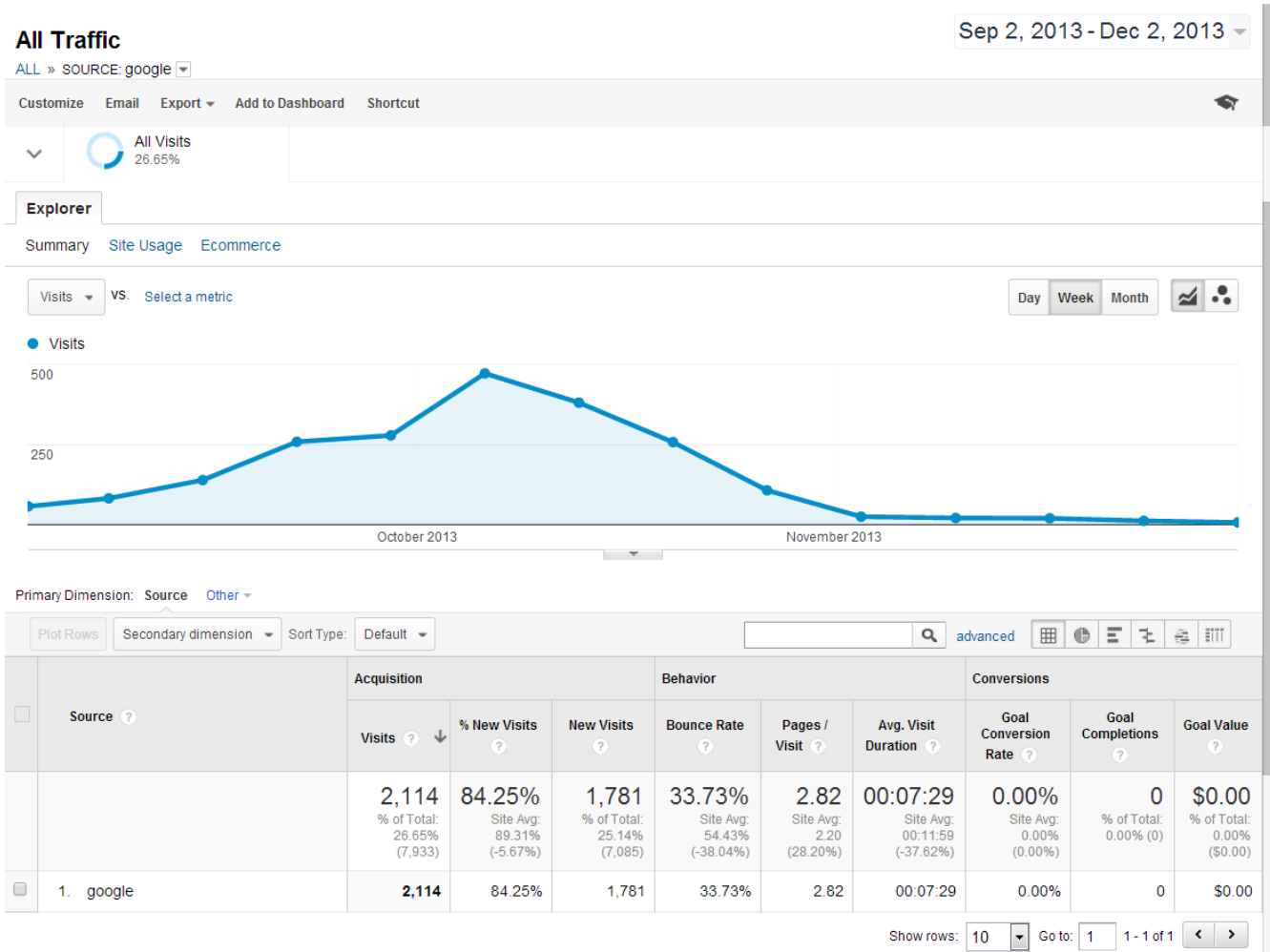
The next two periods of most visits come during the months of March and April. This period coincides with the open season of Govin's Lambing Barn. March and April combine together for a total of about 4,800 visits. These two month account for about 28% of all traffic generated over the course of a year.

The next two periods of most visit come during the months of June and July. This period coincides with the open season of Govin's Strawberry Patch. June and July combine together for a total of about 2,900 visits. These two month account for about 17% of all traffic generated over the course of a year.

Over 88% of all traffic generated by Govin's Meats & Berries happens within six months.

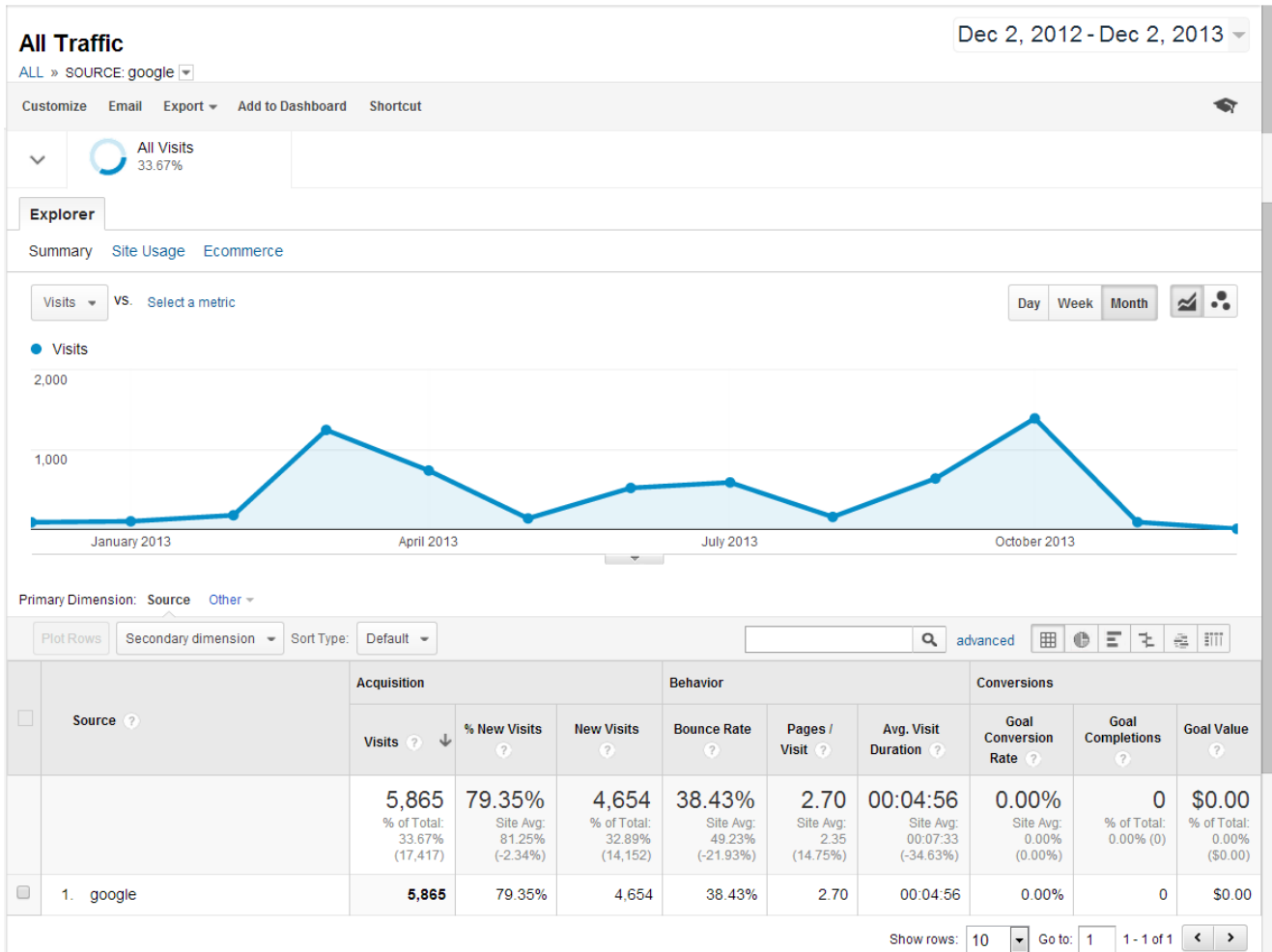
Users are spending an average of about 7.5 minutes during each visit and viewing at least 2 pages per visit.

## Search Engine Traffic – Google – 90 Days



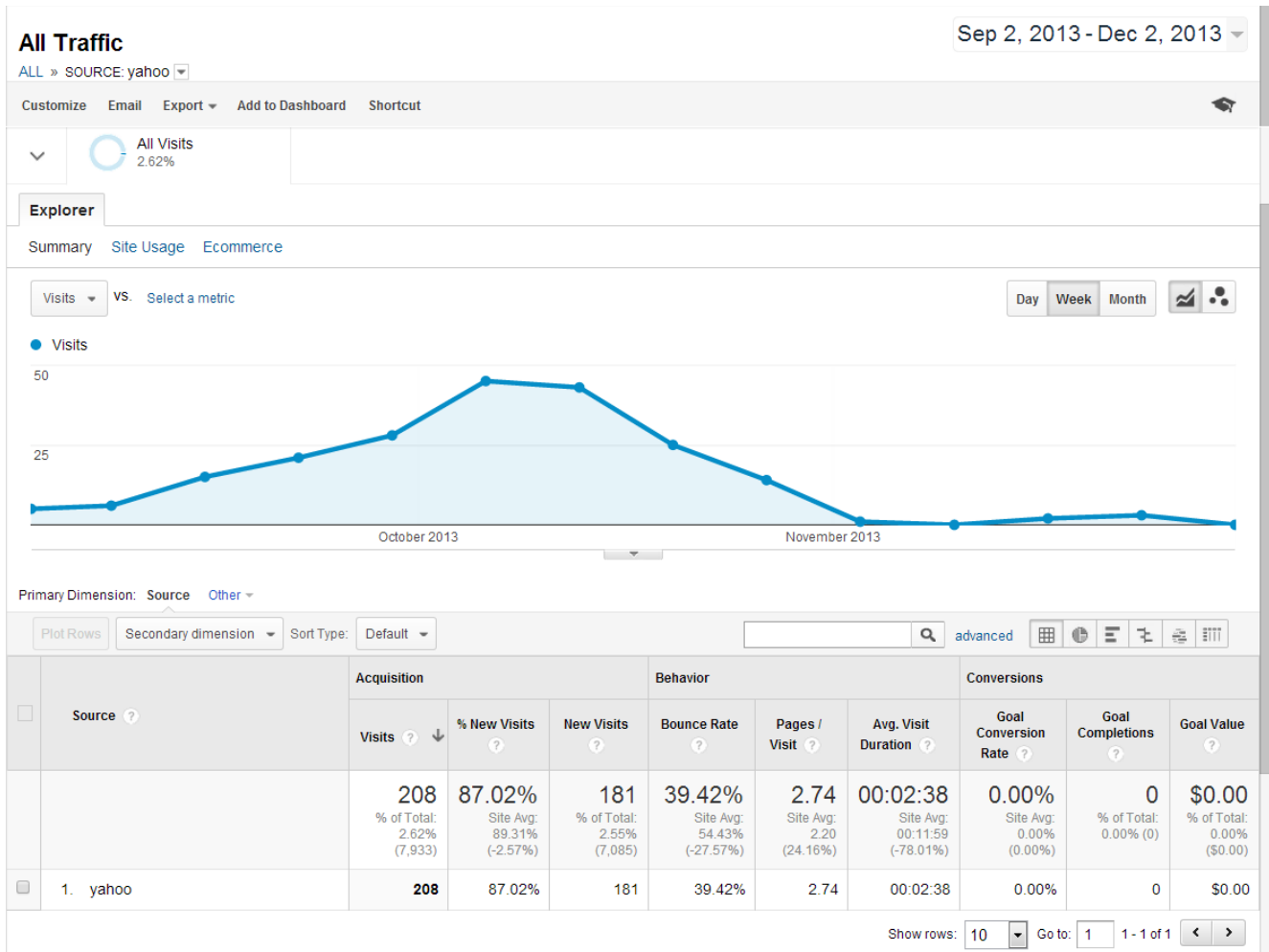
Over the past 90 days, Google organic search account for about 27% of all traffic generated for Govin's Meats & Berries.

Search Engine Traffic – Google -- Year over Year (YOY)



Over the past 12 months, Google organic search account for over 33% of all traffic generated for Govin’s Meats & Berries.

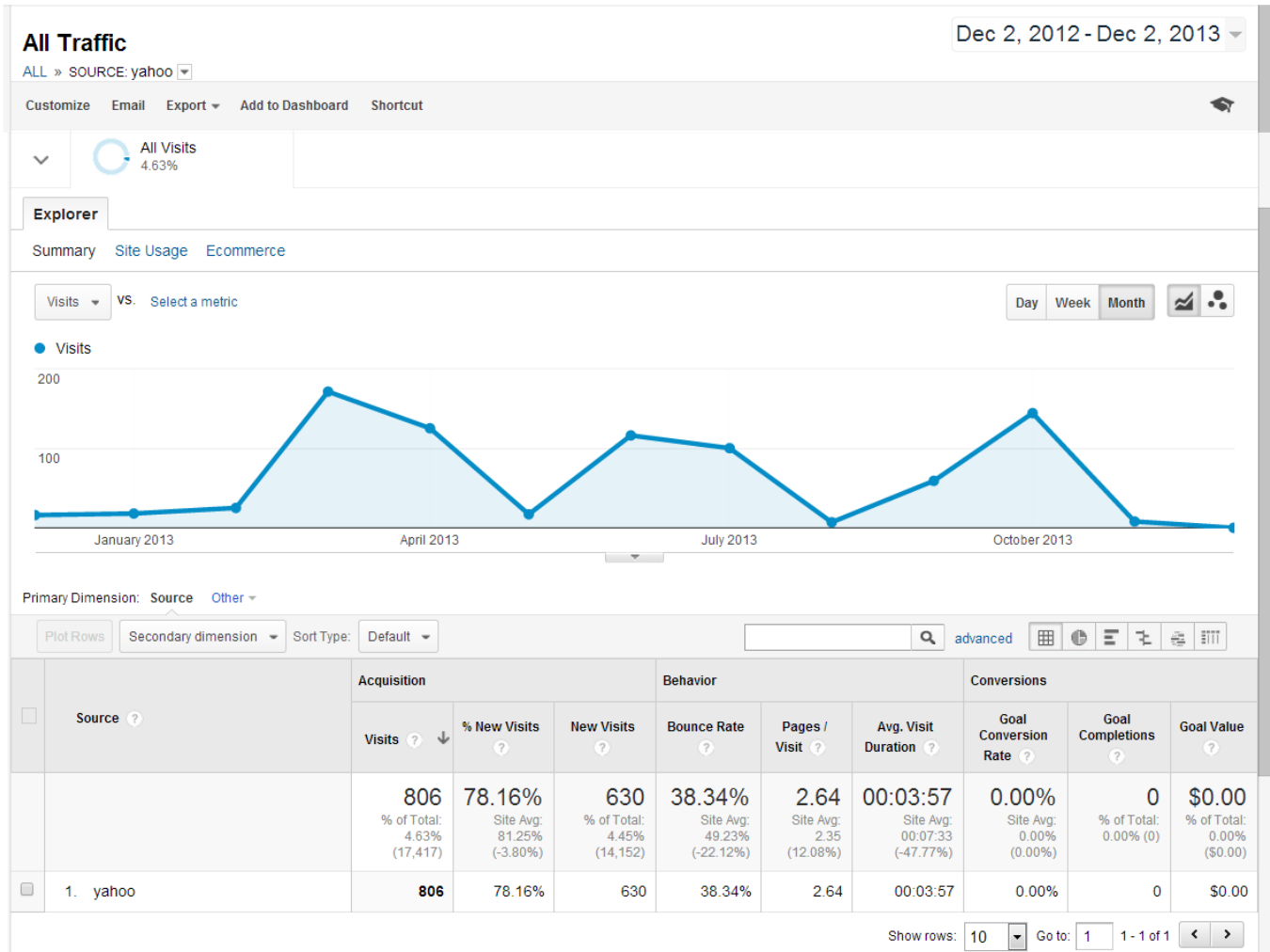
## Search Engine Traffic – Yahoo! – 90 Days



Over the past 90 days, Yahoo organic search account for about 03% of all traffic generated for Govin's Meats & Berries.

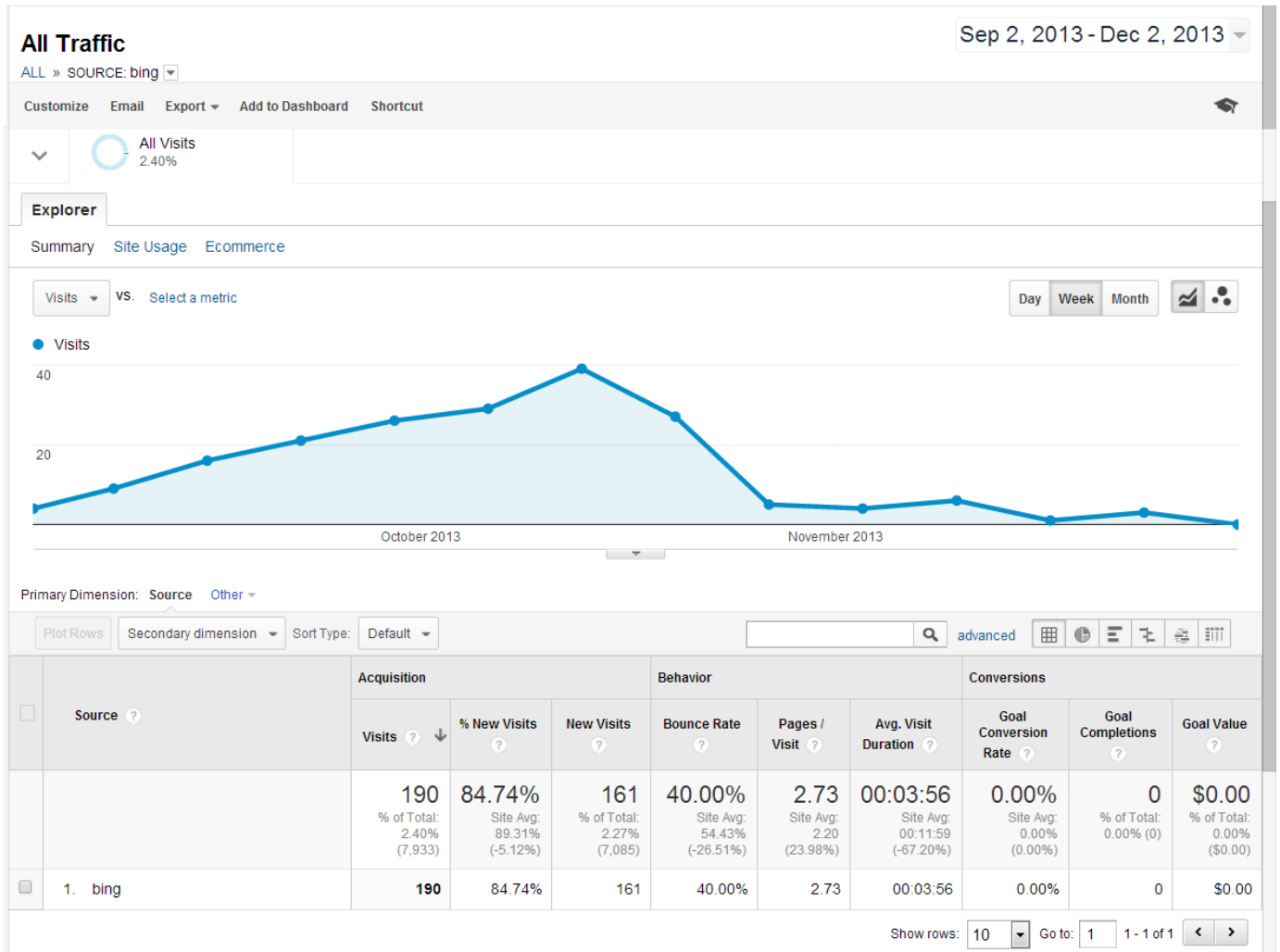


### Search Engine Traffic – Yahoo! -- Year over Year (YOY)



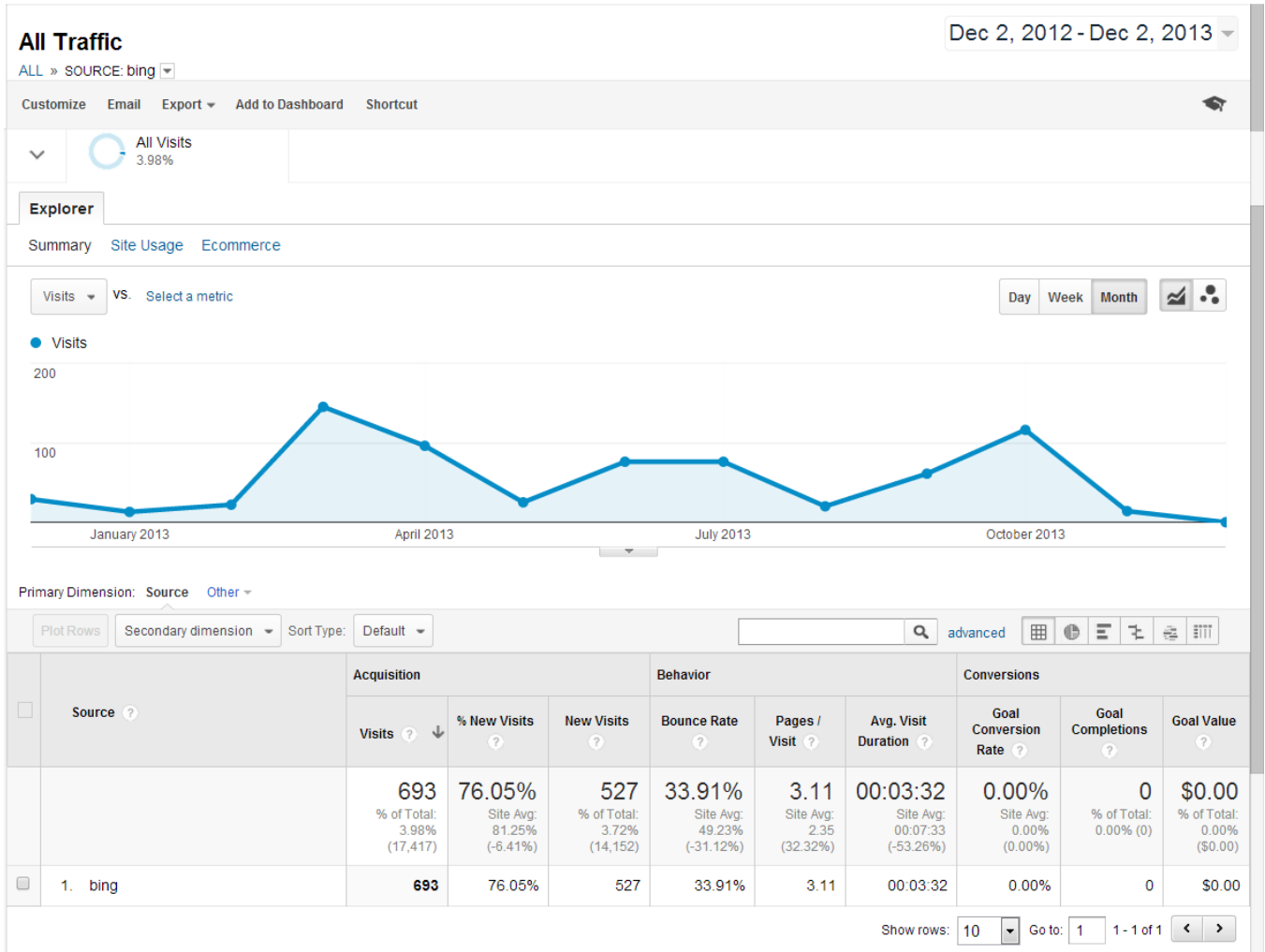
Over the past 12 months, Yahoo organic search account for about 05% of all traffic generated for Govin’s Meats & Berries.

Search Engine Traffic –Bing – 90 Days



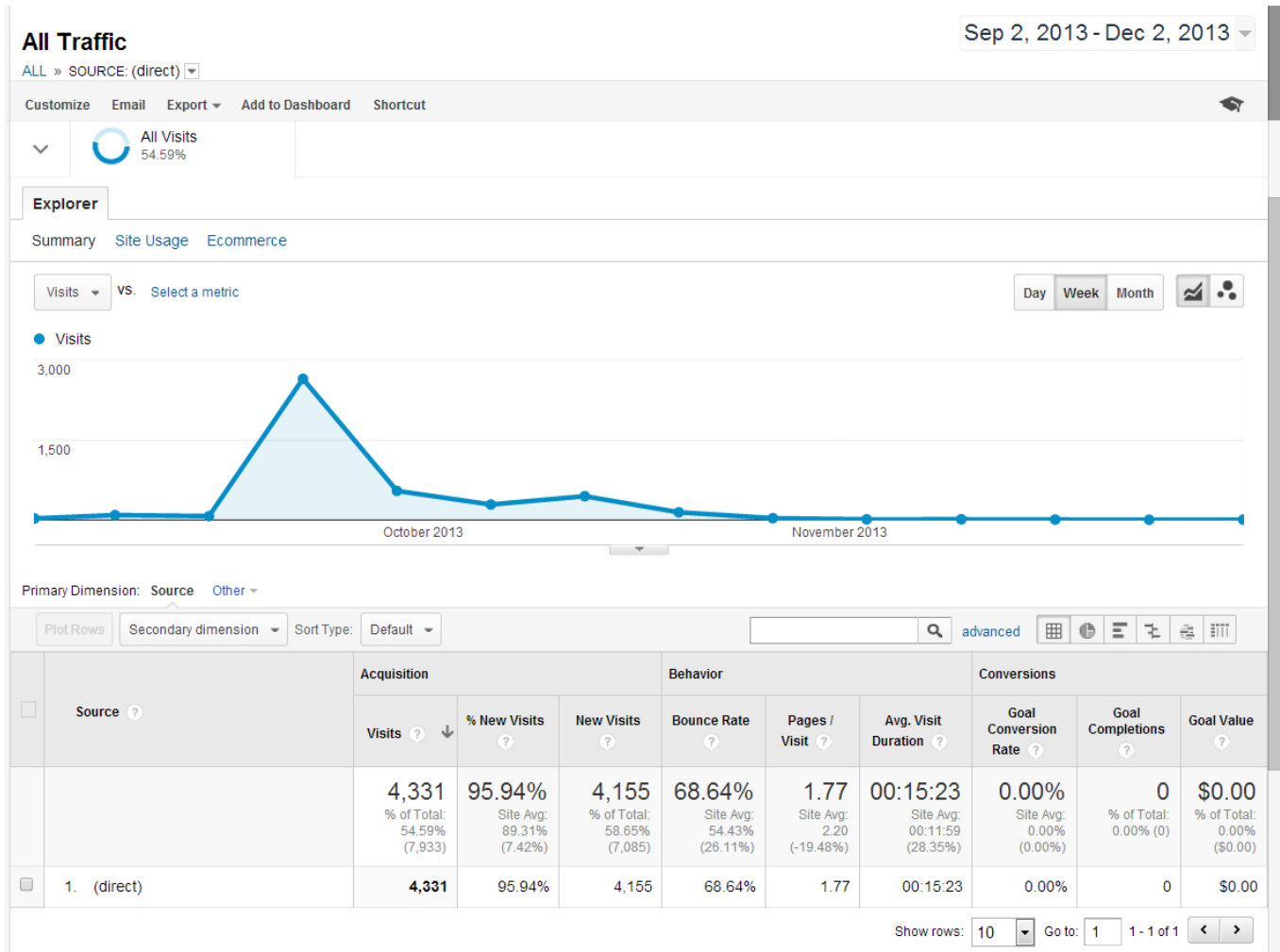
Over the past 90 days, Bing organic search account for slightly over 02% of all traffic generated for Govin’s Meats & Berries.

Search Engine Traffic –Bing -- Year over Year (YOY)



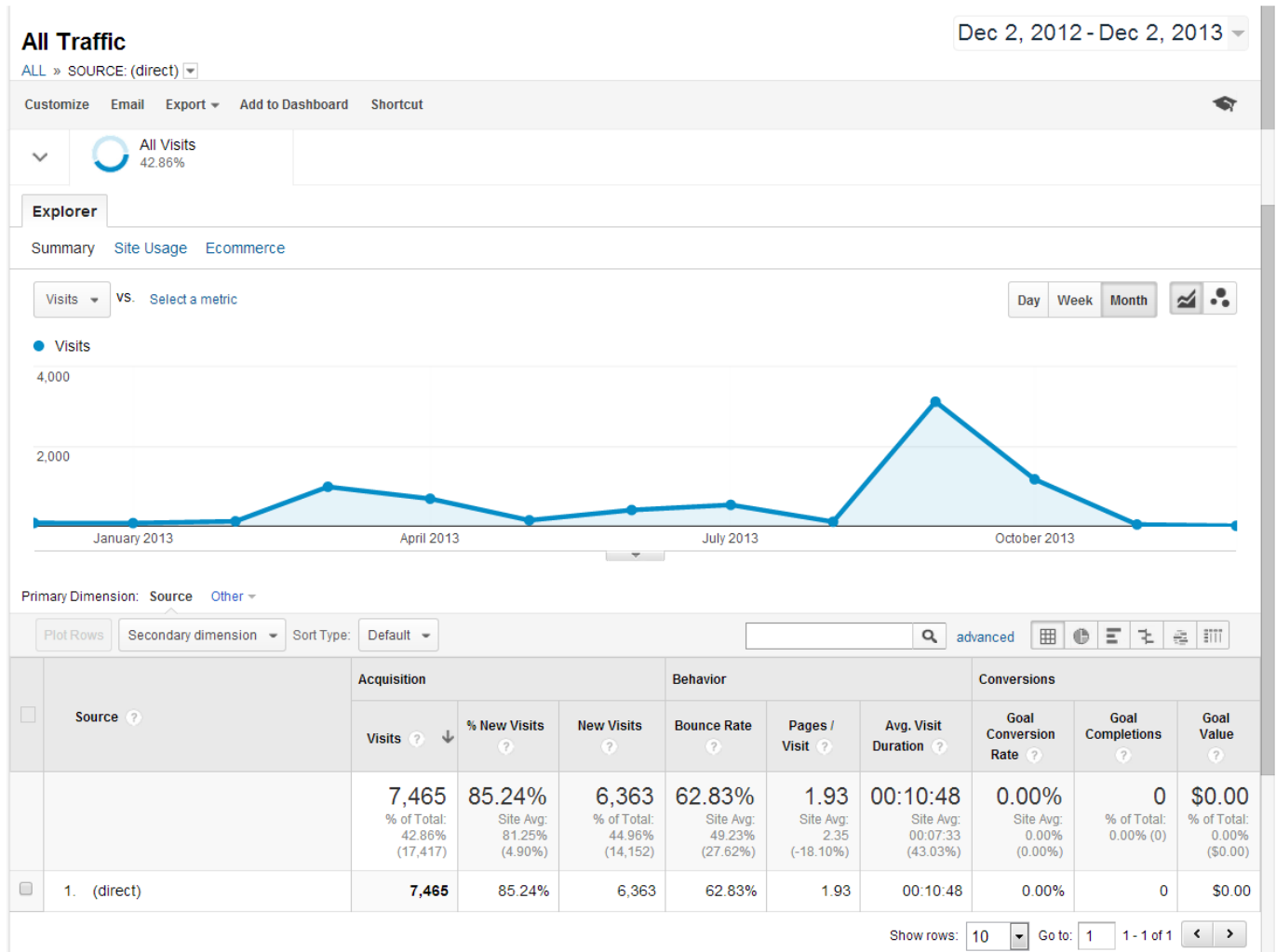
Over the past 12 months, Bing organic search account for about 04% of all traffic generated for Govin's Meats & Berries.

Direct Traffic – Past 90 days



Over the past 90 days, direct traffic account for slightly over 54% of all traffic generated for Govin's Meats & Berries.

## Direct Traffic –Year over Year (YOY)

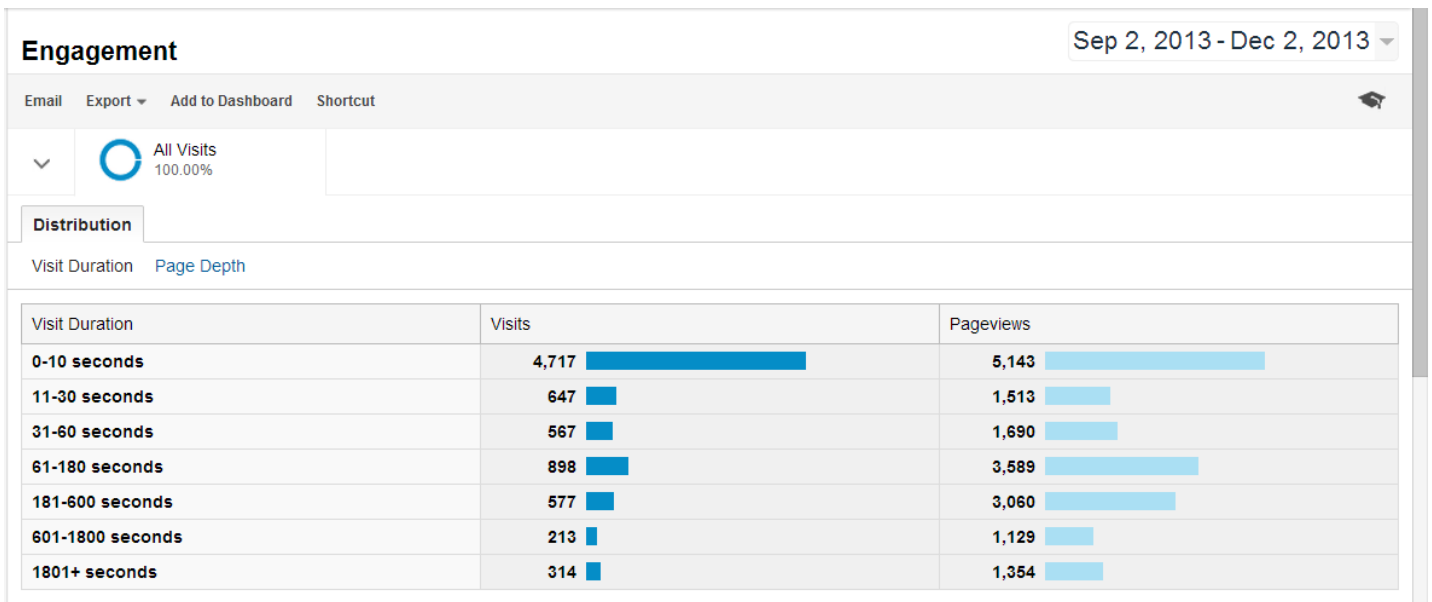


Over the past 12 months, direct traffic account for about 43% of all traffic generated for Govin’s Meats & Berries.

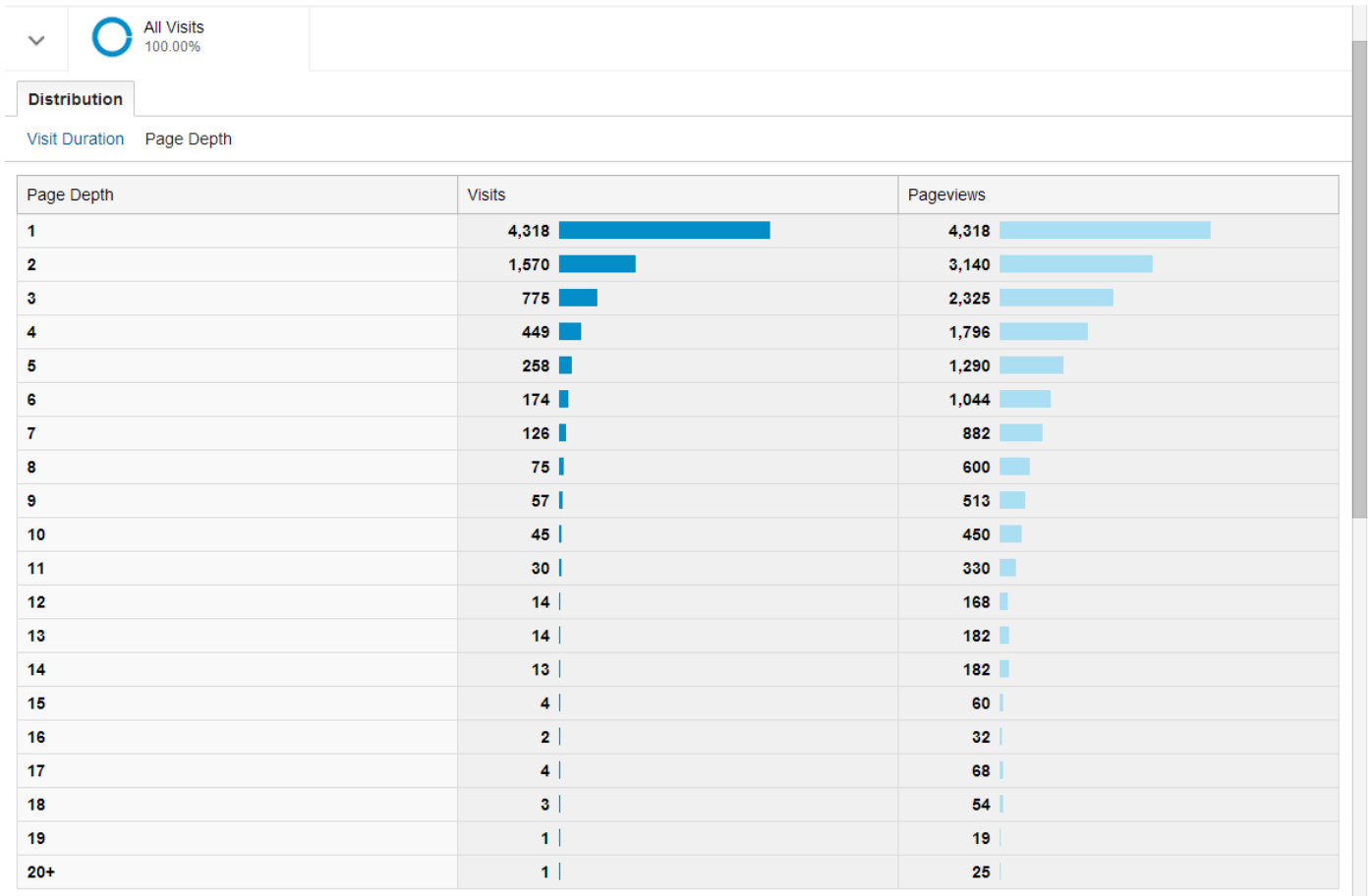
Over the past 90 days, direct traffic and Google organic search account for about 81% of all traffic for Govin’s Meats & Berries. Over the past 12 months, direct traffic and Google organic search account for about 76% of all traffic for Govin’s Meats & Berries.

Users from direct traffic typically spend more time during each visit than Search Engine traffic, but are viewing fewer pages per visit than visitors from Search Engine traffic.

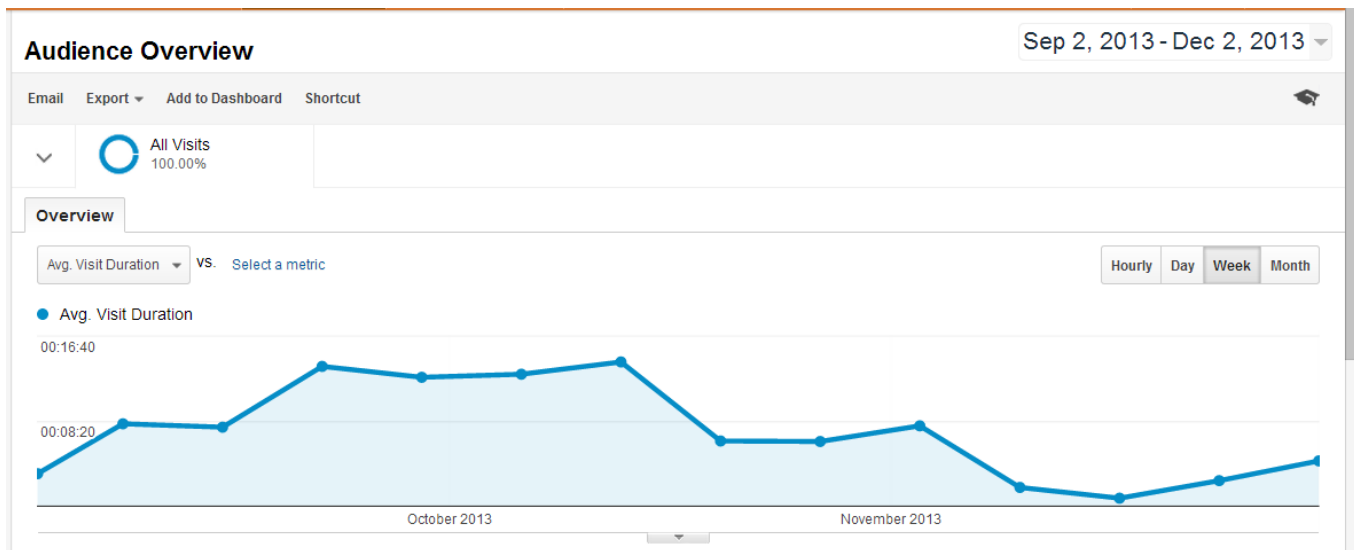
## User Behaviour: Average Time on Site – Past 90 Days



The data above shows the duration time on the website per visit and duration time per page views over the past 90 days. About 60% of all visits in the past 90 days had a duration time of only 10 seconds.

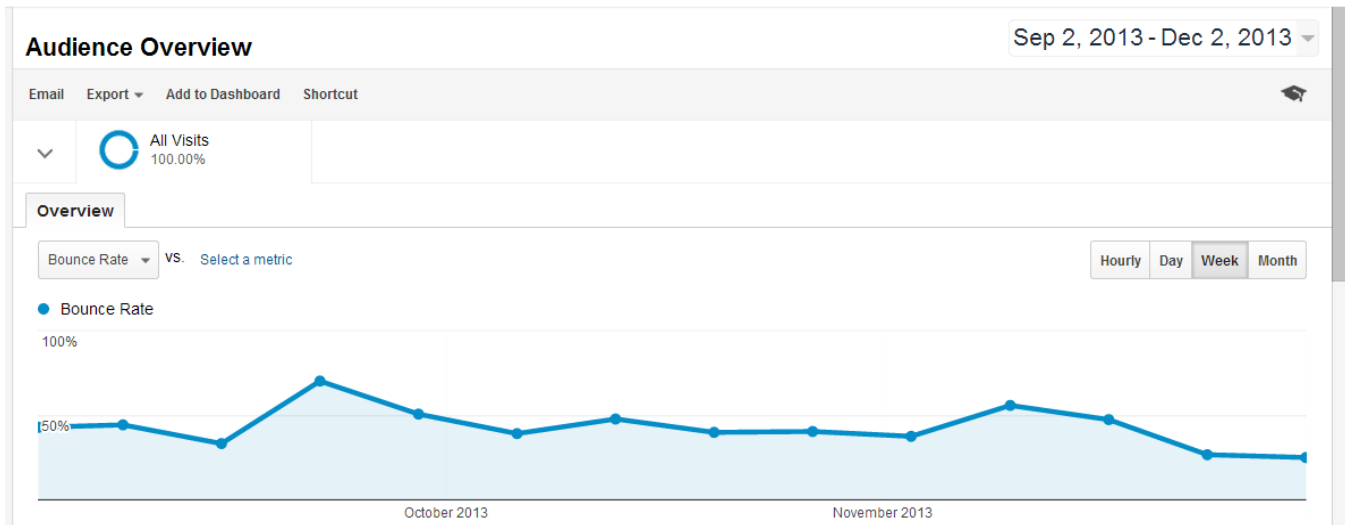


The data above shows the page depth per visit. It shows how many pages was visit during each visit to Govin’s Meats & Berries website over the past 90 days. Over 54% of all visits viewed less than one page during their visit.

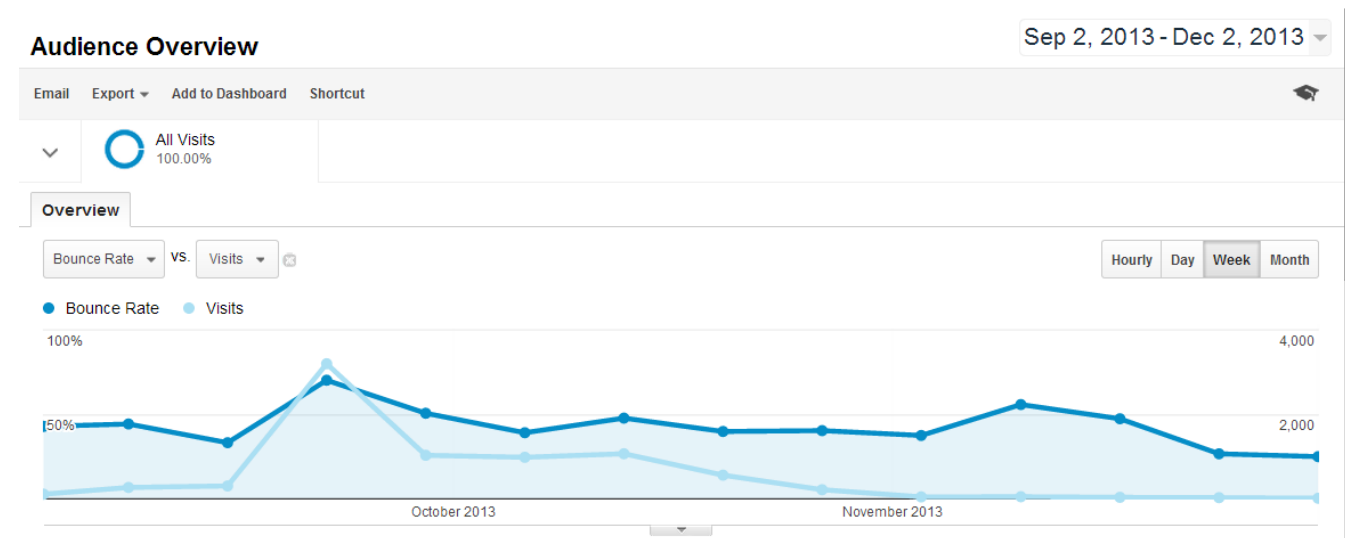


The line graph above shows the average visit duration during the past 90 days for Govin’s Meats & Berries. The longest visit duration occurred during the months of Sept. – Oct.

### Bounce Rate – Past 90 Days



The line graph above shows the bounce rate over the past 90 days for Govin’s Meats & Berries. Bounce rate is the percentage of visitors to a particular website who navigate away from the site after viewing only one page. In the data above, Govin’s has a bounce rate of 54.43%. Visitors coming from [cornmazeamerica.com](http://cornmazeamerica.com) had a bounce rate of 18.51%, visitors from Google organic search had a bounce rate of 33.73% and visitors from direct traffic had a bounce rate of 68.64%. It is hard to say what the exact cause of the high average bounce rate is. It could be users finding the needed information right on the landing page and exited without having to look further.



The data above shows two different line graphs, the bounce rate and visit.



## ON-SITE EVALUATION

**TOOLS:** SCREAMING FROG; GOOGLE KEYWORD PLANNER; PAGERANK

**URL Evaluated:** <http://www.govinsfarm.com>

**Current Title Tag:**

Govin's Meats & Berries - Govin's Meats & Berries

49 Characters

**Recommended Title Tag:**

Govin's Meats & Berries | Lambing, Strawberries, Corn Maze and Pumpkin

70 Characters

**Rationale:**

The current title tag was a simple title tag that consisted of just the organization's name. It did not include any keywords besides those found in the organization's name. The title was also not utilizing the full preferable 70 characters. I also thought it was unnecessary to repeat the organization's name again. The recommended Title Tag now includes keywords while still holding the organization's name as a priority in optimization.

**Current Meta Description:**

Govin's Meat & Berries is located East of Menomonie between I 94 and Hwy 12/29. We are a small family farm, owned by John and Julie Govin and our two sons, Kyle and Clayton that enjoys sharing our farm with your family. When you buy products from our far

255 Characters

**Recommended Meta Description:**

Govin's Meats & Berries is a small family owned farm that includes corn maze, pumpkin patch, strawberry patch and lambing barn.

127 Characters

**Rationale:**

The current meta description was part of a paragraph found on the Home page describing the family farm. The current meta description was cut off at the 255 character limit and when presented with just those 255 characters, it looks incomplete. The recommended meta description is a simple 127 character sentence that includes keywords describing what the farm is and what activities and products they provide.

**Current Header:** Govin's Meats & Berries

**Recommended Header:** Govin's Meats & Berries

**Rationale:** This header could stay as it is. It is simple and provides the organization's name, which is a keyword that accurately describes the current page. The current header is also being used with H2 headers within the code of the web page. This is good that it is, but could consider possibly using H1 headers for this, since there are currently no H1 headers found on the page.

**Content:** About Our Farm-The content found on this page provides good information regarding a general idea of where the farm is located, the family that owns the farm, the values of the organization, and what kind of products they provide. It does a good job explaining the different activities they have to offer as well as the quality of their products and methods of raising their animals.

**Content Recommendations:** The page could include a picture of the owners and their family to help better target their intended audience (families). The page could have short phrases that are almost like bullet points that users can quickly read without having to read paragraphs of what products and services are offered. Since this is “About the farm” section, a small background of when the farm was started would be nice. It would be a great way to show users that this is a family centered farm that was built from a family that has strong family morals.

**Rationale:**

The page could include a picture of the owners and their family to help better target their intended audience (families). The page could have short phrases that are almost like bullet points that users can quickly read without having to read paragraphs of what products and services are offered. Since this is “About the farm” section, a small background of when the farm was started would be nice. It would be a great way to show users that this is a family centered farm that was built from a family that has strong family morals.

**Internal Linking:** Strawberries, Lamb, Natural Chicken, 10 Acre Corn Maze, Pumpkins, Lambing Barn

**Recommendation:** Lambing, Strawberries, Corn Maze & Pumpkin

**Rationale:** The page does a good job linking their products and services to child pages when they are mentioned. All the links found are appropriately linked. Only the most popular products and services are being linked from the homepage. Once moving forward to a child page though, there is no way of getting back to the home page, except by using the “back” button/feature or clicking on the “Home” button found on the tabs near the top of the page.

**URL Evaluated:** <http://www.govinsfarm.com/corn-maze--pumpkins.html>

**Current Title Tag:** Govin's Corn Maze and Pumpkin Patch - Menomonie - Govin's Meats & Berries

73 Characters

**Recommended Title Tag:**

Govin's Meats & Berries | Corn Maze, Pumpkin Patch, Hay Ride, Animals

70 Characters

**Rationale:**

The current Title Tag is very good. It includes keywords that accurately describe the page. It contains 73 characters, which is slightly over the preferable 70 characters. It includes the city of Menomonie, which may help when people are searching by location. The recommended Title Tag includes keywords that describe the page and also eliminates repeats of words (Govin's), which take up character space and could be used for another keyword.

**Current Meta Description:**

Come and enjoy your day finding your way through the corn maze. When you find your way out, join us in the pumpkin patch.

121 Characters

**Recommended Meta Description:**

Come and enjoy Govin's Meats & Berries 10 acres of corn maze and 3 acres of pumpkin patch. Make your way through the maze and choose pumpkins of all sizes.

155 Characters

**Rationale:**

The current Meta Description is good, but I felt including the size of the corn maze and pumpkin would be beneficial to users because they would want to know that they are going to a huge corn maze, rather than a small one. The character count still had some characters to use and when possible, they should all be used to get the most optimization. The recommended Meta Description still contains keywords that accurately describe the page.

**Current Header:** Corn Maze

**Recommended Header:** Corn Maze & Pumpkin Patch

**Rationale:** Adding Pumpkin Patch to the header provides another keyword that accurately describes the current page. By having only Corn Maze as the header, it excludes the other main seasonal attraction, the pumpkin patch. The current header is also being used with H2 headers within the code of the web page. This is good that it is, but could consider possibly using H1 headers for this, since there are currently no H1 headers found on the page.

**Content:** Corn Maze-The content found on this page provides good information regarding the corn maze, pumpkin patch, hours of operation, admission prices, and other extra activities. It does a good job explaining the different theme for their corn maze that change every year. The

current theme for the Maze 2013 is in support of the Wounded Warrior Project. The page does a good job including all the targeted keywords.

**Content Recommendations:** The page could break down and separate their two main seasonal attractions, the corn maze and pumpkin patch. This would be listed towards the top of the page. Following that, they can include other activities that is offered such as 9 hole mini golf, hay ride, jumping pillow and pumpkin cannon. Finally, at the bottom would be the admission prices.

**Rationale:** They combine both the maze and pumpkin patch into one description, which make it easy to overlook the pumpkin patch description. By having them separate, users can easy find information regarding the activity they specifically want to do (Just attend corn maze, just attend pumpkin patch, etc.), rather than having to read 4-5 paragraphs to find that one specific activity. The corn maze and pumpkin patch information would be stacked on top of each other to have easy scrolling for the intended audience. They have extra activities listed on the page as well, but no detailed description about them. Adding descriptions to each one would help create a better image of other activities that are offered besides the corn maze and pumpkin patch.

**Internal Linking:** Purchase Tickets, the Wounded Warrior Project

**Recommendation:** The Wounded Warrior Project can be left as is, but the Purchase Ticket could use a button or link that goes back to the corn maze page.

**Rationale:** These two internal links are excellent and relevant to the page. The Wounded Warrior Project link is linked to the actual Wounded Warrior website. It does a good job of opening a new tab to the Wounded Warrior Project, instead of using the same webpage to go to the Wounded Warrior Project. This is good because it provides users access to the Wounded Warrior Project page without straying away from the corn maze page. The Purchase Tickets link takes the user to another page on the website that the targeted audience can purchase tickets online. There is no button or link to go back to the corn maze page, but users can navigate back up to the top of the website and click on the corn maze tab again.

**URL Evaluated:** <http://www.govinsfarm.com/lambing-barn.html>

**Current Title Tag:** Govin's Lambing barn - Menomonie, WI - Govin's Meats & Berries

62 Characters

**Recommended Title Tag:**

Govin's Meats & Berries | Lambing Barn, Sheep, Piglets, Calf, Goats

67 Characters

**Rationale:**

The current Title Tag was a simple title tag that consisted of the organization's name and location. It does include Lambing barn, but on the actual webpage there are images of other animals. Including them as keywords would better help describe the page. The recommended Title Tag now includes keywords while still holding the organization's name as a priority in optimization.

**Current Meta Description:** Bring the family out and see and hold all the baby farm animals

63 Characters

**Recommended Meta Description:**

Come see and hold all the baby farm animals at Govin's Meats & Berries! Learn about sheep, lambs, goats, pigs, piglets, calf, chicks and horses.

144 Characters

**Rationale:**

The current meta description did not utilize all the recommended characters count. The current meta description does not include all the keywords that accurately describe the page. The recommended meta description includes more keywords that accurately describe the different types of baby farm animals at Govin's, use up to 144 characters, and encourages users to click through from the search results.

**Current Header:** Lambing Barn

**Recommended Header:** Lambing Barn

**Rationale:** This header can stay as it is. It is simple and describes the main baby farm animal at Govin's. Since this is a header, we don't want to over complicate it by adding other baby farm animals to it. The current header is used with a H2 header tag within the code of the web page. This is good that it is using a header tag, but could consider using H1 headers for this instead and use H2 headers for other baby farm animals within the page that are not lamb (piglets, chicks, calves).

**Content:** Lambing Barn-The content found on this page include targeted keywords such as baby farm animals (lambs, piglets, calf, chicks). It also includes a description that encourages their target audience (children and families) to come and visit the lambing barn. The content informs visitors that all activities are held inside a barn, rain or shine and the price of admission. At the very bottom there is a quote from one of their customer.

**Content Recommendations:** The page could have a description saying that even though they specialize in lambs, they do have other baby farm animals. A description could be added to explain the types of activities available. For example, they say “Children of all ages can enjoy seeing lambs nursing...” but one of the image show a child holding a chick. The content can help clarify if children are able to hold and feed baby farm animals. The page could include more images of baby farm animals or their customers interacting with their farm animals. The page currently has three images and currently only two show images of baby farm animals.

**Rationale:**

Looking at the title alone may suggest that this is strictly a lambing barn. By including a description explaining that Govin’s Meats & Berries do have other baby farm animals will eliminate that confusing. By including the activities available, users on the website will also be less confused. By visiting Govin’s Meats & Berries, visitors can actually see, pet and feed baby farm animals.

**Internal Linking:** Join Email List

**Recommendation:** Join Email List Hyper link also or give email option

**Rationale:** The page provides a button features that allows you to join Govin’s Meats & Berries email list. This is an excellent idea because Govin’s Lambing Barn is only open during seasonal times. To get the most updated dates, you join their email list. The recommendation of also adding a hyperlink of their email or simply ask users to email Govin’s main email account is noted because depending on how your computer/device is set up, by clicking on this button it may open up an email wizard that is not implemented on your computer/device.

**URL Evaluated:** <http://www.govinsfarm.com/strawberries.html>

**Current Title Tag:** Govin's Strawberries - Menomonie, WI - Govin's Meats & Berries

62 Characters

**Recommended Title Tag:** Govin's Meats & Berries | Strawberries, U-Pick and Pre-Picked, Family

69 Characters

**Rationale:**

The current title tag includes keywords that accurately describe the page. It includes the city of Menomonie, which may help when people are searching by location. The recommended title tag includes more keywords that describe the page and also eliminates repeats of words (Govin's), which take up character space and could be used for another keyword. By including the U-Pick keyword, users know that Govin's Strawberries can be picked fresh from the farm as family event.

**Current Meta Description:** Here at Govin's we have both u-pick and pre-picked strawberries usually starting around mid June.

96 Characters

**Recommended Meta Description:** Govin's Meats & Berries offer the freshest strawberries in the Menomonie area. Enjoy both u-pick and pre-picked strawberries.

126 Characters

**Rationale:**

The current meta description did not utilize all the recommended characters count. The recommended meta description includes Menomonie as a keyword and encourages users to visit the farm.

**Current Header:** Strawberries

**Recommended Header:** Strawberries

**Rationale:** This header can stay as it is because everything on this page is about strawberries. The current header is used with H2 header tags within the code of the web page. This is good that it is, but can change to use H1 headers for this, since there are currently no H1 headers found on the page. This will also open up the H2 tag for sub titles within the page.

**Content:** Strawberries-The content on this page provides information about the difference between U-Pick and Pre-Picked strawberries, how to pick U-Pick strawberries, history of the strawberry patch and the season cycle of strawberries. The content of this page also provides three locations where Govin's sell their Pre-Picked strawberries if you can't make it to the farm.

**Content Recommendations:** This page has very good information. One recommendation here is to break up the information as it seems like a blog post. This page could have four different sub titles to help users find the specific information faster. The four different subtitles could be

Where We Sell, How to pick Strawberries, History, and Strawberry Season. Another useful content that can be added is the price of strawberries for both Pre-Picked and U-Pick. Finally, knowing how the strawberries are going to be packaged if by U-Pick method would be helpful.

**Rationale:**

This page has a lot of useful information for users, but if not broken down and separated it can look overwhelming. There are no sub titles found on this page and in order to find more information regarding something specific; for example the duration of strawberry season, the user would just have to read the whole page. By having sub titles, users can find and read exactly what they want to know. Knowing how and the most effective way of bringing home strawberries would be good information to know. Does Govin's provide crates? Do visitors need to bring their own containers or bags? Can visitors purchase crates from Govin's? What kind of storage transport will keep the strawberries fresh and no squished? Having this information can eliminate these questions. Also, by adding the price of strawberries, potential visitors will know how much value they are getting by picking their own strawberries.

**Internal Linking:** Join our Email List, email address

**Recommendation:** Same

**Rationale:**

The page provides a button features that allows you to join Govin's Meats & Berries email list. This is an excellent idea because Govin's Strawberry Patch is only open during seasonal times. To get the most updated dates, you can join their email list. Unlike the Lambing Barn page, the Strawberries page provides an email address and has an option to email Govin's Main Email account to be added on the list. This is important because depending on how your computer/device is set up, by clicking on the Join Email List button, it may open up an email wizard that is not implemented on your computer/device.



**URL Evaluated:** <http://www.govinsfarm.com/meat.html>

**Current Title Tag:** Govin's Meat – Menomonie, wi - Govin's Meats & Berries

54 Characters

**Recommended Title Tag:** Govin's Meats & Berries | All Natural Lamb, Chicken, Pork Meat

63 Characters

**Rationale:**

The current Title Tag was a simple title tag that consisted of the organization's name and location. It does include the keyword meat and Menomonie. The recommended Title Tag now includes specific keywords that better describe the different types of meat they offer while still holding the organization's name as a priority in optimization.

**Current Meta Description:**

Here at Govin's we raise all natural, antibiotic, and hormone free animals. Our animals are raised in a safe, natural stress-free environment. The Sheep spend their days in the open air and sunshine leisurely grazing the lush green 55 acres of pastures a

255 Characters

**Recommended Meta Description:**

Govin's Meats & Berries provides all natural lamb, chicken and pork meat. All our meats are free of hormones and antibiotics.

126 Characters

**Rationale:**

The current meta description was over the recommended 160 characters. The current meta description does include some keywords, but does not include meat keywords like lamb, chicken and pork meat. The recommended meta description is under the recommended 160 characters and uses specific meat keywords, which accurately described the page.

**Current Header:** Govin's Meats

**Recommended Header:** Govin's Meats

**Rationale:** This header can stay as it is. It is simple and describes what can be found on the page. Since this is a header, we don't want to over complicate it by adding the different types of meat Govin's has to offer. The current header is used with a H2 header tag within the code of the web page. This is good that it is using a header tag, but could consider using H1 headers for this instead and use H2 headers for the specific meats (Lamb, Chicken, Pork) further down the page.

**Content:** Govin's Meats-The content found on this page includes targeted keywords such as the different types of meat available at Govin's. It also includes descriptions of how the animals are naturally raised on the farm without hormones or antibiotics. The content also includes where Govin's sells its meat at places like Eau Claire Downtown Farmers Market.

**Content Recommendations:** Govin's can add a better description for their pork section. After reading both the lamb and chicken descriptions, it makes the pork section look as though it is unfinished. To be consistent, a description describing how they raise their pigs will help the overall appearance of the meat page. Additional information such as the benefits of purchasing your own meat vs. the store and eating natural meat would help draw users to understand what they are missing out on.

**Rationale:**

By including the benefits of eating naturally raised animals, it can draw visitors to consider eating Govin's meats. Adding a better description for the pork section will help keep consistency across the page.

**Internal Linking:** Product & Listing

**Recommendation:** Product & Listing, Recipes

**Rationale:**

This internal link is appropriate for this page because it shows the pricing of Govin's meats. This internal link to the price page benefits users because after knowing the different types of meat, the next question asked would be how much the meat cost. Adding the recipes internal link can help attract users to ponder about purchasing meat to make certain dishes. This link would be relevant to the meats page as Govin's has recipes using their meats.

## LOCAL EVALUATION

### 1. Google Places/+Local page

Govin's Meats & Berries has not claimed their Google Places/+ Local page. Ways that were checked to see if they have claimed it or if it was already claim was done in both the Google+ Local dashboard and the Google Map search. Govin's Meats & Berries already has a pin on Google Maps, but it needs to be claimed. When clicking to "manage this page", it does ask to verify by phone or postcard. This is something that Govin's Meats & Berries can claim and optimize.

Once claimed, Govin's can fully optimize their Local page by editing their contact information and keywords associated with the family farm. They can also add images to better demonstrate the products and services they provide.

**Govin's Meats & Berries**  
N6134 670th St Menomonie, WI 54751  
(715) 231-2377  
govinsmeatsandberries.com  
Butcher Shop  
+1

**Contact Information**  
N6134 670th St Menomonie, WI 54751  
(715) 231-2377 · govinsmeatsandberries.com  
Butcher Shop, Pumpkin Patch  
Edit details

**Review Summary**  
Write a review  
Be the first to review

Is this your business?

Photos

## 2. Local directories

### Chamber of Commerce-Greater Menomonie Area

Govin's Meats & Berries has a directory found on Greater Menomonie Area-Chamber of Commerce. Their address, telephone number and website URL are correct and up to date. They provide seasonal time period for strawberry picking, corn maze & pumpkin picking. They have a brief description of what they have to offer and directions to get to the farm.

The screenshot shows the website for the Greater Menomonie Area Chamber of Commerce. At the top, there is a navigation bar with links for Home, Maps & Brochures, Community Calendar, Contact Us, and Resource Links. Below this is a search bar containing the text "chambermaster results". The main content area displays a search result for "Govin's Meats & Berries, LLC".

**Govin's Meats & Berries, LLC**  
Meat Shoppe | Farms | Agricultural Products | Entertainment Agency  
Govin's Meats & Berries, LLC  
About | Map

**VISIT WEBSITE**  
**REQUEST INFO**

**Directions**  
East of Menomonie on Hwy 12/29 to 670th St, North on 670th St 1 1/2 miles to Farm. OR I 94 to Exit 45, South on Cty Rd B to Stop light, Then East 1 1/2 miles to farm. Watch for signs

**Hours:**  
Strawberry Time - Mid June call. Corn Maze & pumpkins Mid Sept - End of Oct. Check website.

**Address:**  
N6134 670th Street  
Menomonie, WI 54751  
(715) 231-2377

**CVTC UW Stout Flyer**  
**New Benefit for Members** Click here to register.  
**Christmas Raffle Information** Click here: [2013 Winners](#)

**715.235.9087** | **EMAIL** | **facebook**

Copyright © 2012 Greater Menomonie Area Chamber of Commerce

**Visitors & Tourism**  
**DISCOVER DUNN COUNTY!**  
**CLICK TO PLAY VIDEO**

**Business After Hours**  
*Monday, December 16*  
*Jake's Supper Club*  
*E5690 County Road D*

*5:00-6:30PM*

**Sponsors:**  
*Jake's Super Club,*  
*REACH, Inc.,*  
*UW Stout Athletics*

*December 2013 flyer*

**SCHEDULE & APPLICATION**

**Chamber Newsletter**  
(download pdf version)

### Yahoo Local

They have a directory found on Yahoo Local. They have not claimed their directory on Yahoo Local. Their address, telephone and website URL are correct up to date on Yahoo Local. They can be found under the categories Meats. They do have 5 photos that are relevant to their business, but no reviews.

Home Mail News Sports Finance Weather Games Groups Answers Screen Flickr Mobile More

YAHOO!  Menomonie, WI  Sign In Mail

CITYGUIDE DIRECTORY MY LOCAL

---

## Govin's Meats & Berries


☆☆☆☆ 0 Reviews

(715) 231-2377 | govinsmeatsandberries....


N6134 670th St, Menomonie, WI 54751  
Cross Streets: Near the intersection of 670th St and 610th Ave

Categories: Meats

Publish your Yahoo listing on 40 more top local directories



5 Photos Add Photos



YAHOO!

670th St

610th Ave

100m 720ft

© 2013 Yahoo! Inc.

Get directions | Find nearby

Yahoo Reviews Web Reviews

Be the first to review Govin's Meats & Berries

- YOU MIGHT ALSO LIKE**
- Wissota Meat Market LLC  
☆☆☆☆  
17183 50th Ave, Chippewa Falls, WI 54729  
(715) 726-0189
  - Cut Rite Meat Shoppe  
☆☆☆☆  
872 N Broadway St, North Menomonie, WI 54751  
(715) 232-8435
  - Spring Brook Meats  
☆☆☆☆  
N3485 810th St, Elk Mound, WI 54739  
(715) 664-8585

## Yelp

They have a directory found on Yelp. They have not claimed their directory on Yelp. Their address, telephone and website URL are correct and up to date on Yelp. They have one review from 2011 and currently have a 3/5 star rating. They do not have an image of the business on Yelp.

The screenshot shows a Yelp business profile for 'Govin's Meats & Berries'. The header includes the Yelp logo, search bars for 'Find' (with 'tacos, cheap dinner, Max's') and 'Near' (with 'San Francisco, CA'), and navigation links like 'Home', 'About Me', 'Write a Review', 'Find Friends', 'Messages', 'Talk', 'Events', 'Sign Up', and 'Log In'. The business name is 'Govin's Meats & Berries' with a 3-star rating and '1 review'. The category is 'Meat Shops'. The address is 'N6134 670th St, Menomonie, WI 54751'. The phone number is '(715) 231-2377' and the website is 'govinsmeatsandberries.com'. The price range is '\$\$\$\$'. There are buttons for 'Edit Business Info', 'Work Here? Claim This Business', 'First to Review' (by Jennifer S.), 'Send to Friend', 'Bookmark', 'Send to Phone', and 'Write a Review'. Below this is a 'Recommended Review for Govin's Meats & Berries' section with a search bar and 'Search Reviews' button. The review is by Jennifer S. (Elite '13, 124 reviews, 414 stars) dated 7/5/2011, marked as 'First to Review'. The review text describes picking strawberries at the business, mentioning cardboard flats, a tractor in the field, and the price of \$24.80 for 6 flats.

**Govin's Meats & Berries**  
★ ★ ★ ★ 1 review  
Category: Meat Shops [Edit]  
N6134 670th St  
Menomonie, WI 54751  
(715) 231-2377  
govinsmeatsandberries.com  
Price Range: \$\$\$\$  
Edit Business Info Work Here? Claim This Business First to Review Jennifer S.  
Send to Friend Bookmark Send to Phone Write a Review

**Recommended Review for Govin's Meats & Berries** Search Reviews

Sort by: **Yelp Sort** | Date | Rating | Elites\* | Facebook Friends\*

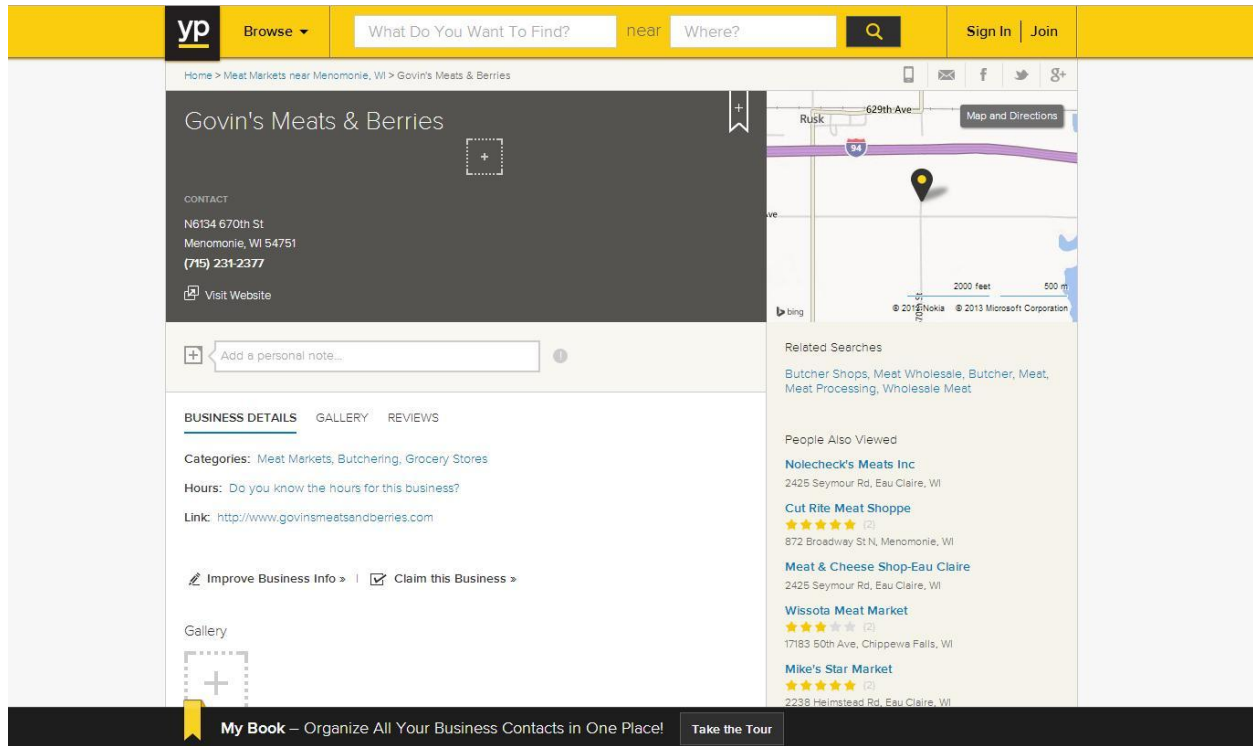
**1 review in English**

**Jennifer S.** Elite '13  
124 reviews  
414 stars  
Saint Paul, MN  
7/5/2011 First to Review

This place offers "U-Pick" strawberries while in-season. Their price is \$1.25/lb. I went to this place over the 4th of July weekend for the sole purpose of picking a lot of strawberries in order to make strawberry shortcake and have a feast of it with some family members. They will provide cardboard flats (no charge) to pick your berries into; they also sell berries they've already picked. I went to this place toting with my own cardboard (beer) flats, gleaned from a liquor store (they worked great). Mom and I picked berries and placed them into the flats in a single layer so as not to allow them to crush much under their own weight. A man driving a tractor and pulling a wagon with hay bales on it picked up a bunch of us customers at the customer check out area and drove us out into the field. Their huge field was highly fragrant in the morning sun - I thought, "Strawberry Fields Forever" while breathing in that intoxicating fragrance. While the plants seemed heavily laden with berries, they were mostly "smaller" - my mom said they used to call this size "jam berries" (they're not the first pickings of the season). Regardless, we filled the bottoms of 6 flats and paid \$24.80. So much cheaper than buying already-picked local berries at a farmer's market. And the berries were really good! So good, in fact, that my family enjoyed a strawberry shortcake two days in a row!

### Yellow Pages

They have a directory found on Yellow Page. They have not claimed their directory on Yellow Pages. They are listed under Home> Meat Markets near Menomonie, WI> Govin's Meats & Berries. Their address, telephone, and website URL are correct and up to date on Yellow Pages. They have a list of keywords describing what they offer at the farm. They have no reviews or image of the business.



### Merchant Circle

They have a directory found on Merchant Circle. They are found under Food & Dining near Menomonie, WI. Their address, telephone and website URL are correct up to date on Merchant Circle. They have a small description about Govin's Meats & Berries on the site and one photo. They have no reviews, but have a Merchant Score of 15.


The screenshot shows the Merchant Circle website interface. At the top, there is a search bar with 'Food & Dining' and 'near Menomonie, WI'. Below the search bar, there are navigation tabs for various categories like Autos, Home & Garden, Real Estate, Health & Beauty, Legal & Financial, Food & Dining, and All. The main content area is divided into several sections:

- Related Businesses:** A card for 'Amery Meat Market' with a 5.0 star rating and phone number 715-268-7515.
- Expert Articles:** A list of articles including 'Different Cuts of Meats', 'Meat and the Food Guide Pyramid', 'Nutrition in Meat', 'Types of Marinades for Meat', and 'Various Ways to Cook Meat'.
- Best Near by:** A section with icons for Restaurants, Shopping, Movies, and Everything.
- 4 In My Network:** A section with icons for various services.
- Govins Meats & Berries:** The main business listing, featuring a 5.0 star rating, phone number 715-231-2377, address N6134 670th St Menomonie, WI 54751, and website www.govinsmeatsandberries.com. It also includes a 'Merchant Score' of 15 and a map showing the location on 610th Ave.
- About Govins Meats & Berries:** A text block describing the business as a family farm that opens its barn for farm activities.
- Write a review or message for Govins Meats & Berries:** A form with fields for Title, Review, and Rate (5.0 stars).
- Browse By Category:** A list of categories including Banquet Rooms, Beverages, Candy & Sweets, Catering Services, Culinary Schools, and Grocery Stores.



## Savor Wisconsin

They have a directory found on Savor Wisconsin. The website is a Wisconsin Food Products & Services Resource. Their telephone and website URL are correct and up to date on the site. They have a very detailed description about the farm and directions to the farm.



[Print this Page](#) [Close this window](#)

**Govin's Meats & Berries** - established 1989

Govin's Meats & Berries is owned by the John & Julie Govin family. We are located East of Menomonie in the middle of the Rusk Prairie. This is where John's ancestors homesteaded in 1854. We strive to produce high quality products using environmentally safe farming practices. We have available year round at the farm free range beef, and lamb. In June we switch gears to strawberries. We have 6 acres of mouth watering pre-picked or pick-your-own strawberries. These summertime treats are available for a short time at the farm, Downtown farmers market in Eau Claire (meats are also available here from July thru October). In the Fall the Pumpkins will be waiting for that special family to discover them and take them home. Come join us in the pumpkin patch. Anytime you choose to visit make sure to bring the whole family, because we truly cherish the opportunity to share our family farm with your family. Often you are able to see the baby farm animals. Come experience Govin's Meats & Berries, we look forward to meeting you.

**Days / Hours of Operation:**  
During Strawberry season and Pumpkin season please call the berry hotline at 715-231-2377(BERRY)for hours. The remainder of the year we are open by appointment or chance.

Our facility is handicap accessible.

**Driving Directions:**  
I 94 to Exit 45 (County Rd B) South on B to stop light(610th Ave). Left(East)at stop light on to 610th Ave for 1 1/2 miles. Turn left(North) on to 670th Street(dead ends at farm). Watch for Govin's Meats & Berries sign.

**Phone/Fax**  
Toll Free:  
Local: 715-231-2377  
Fax:

Visit our website at <http://www.govinsmeatsandberries.com> to view our online catalog.

Contact us via email at [jgovin@govinsmeatsandberries.com](mailto:jgovin@govinsmeatsandberries.com)

**Markets Served:**  
Local, Regional, State-Wide, National

**Sales Methods:**  
Roadside Stand, Pick-Your-Own, On Farm Sales, Farmers Markets, Delivery, Wholesale

**Product Listing**

---

Fruits

- Strawberries, Fresh
- Strawberries, Frozen

Live Animals

- Cattle, Beef
- Sheep

## Agri Tourism World

They have a directory found on Agri Tourism World. The website is an agriculture tourism/travel site. The telephone, address and website URL are correct and up to date on the site. They have a small description of activities the farm has to offer, hours and season of operation and admission prices.

The screenshot shows the Agri Tourism World website interface. At the top, there is a navigation bar with 'Home' and 'Contact ATW'. The main header features the 'AGRI TOURISM WORLD' logo and the tagline 'Your 1st Choice in Agritourism Travel'. Below the header is a search directory section for 'Govin's Meats and Berries'. The search results include the address (N6134 670th St, Menomonie, Wisconsin, United States of America, 54751), phone number (715-231-2377), website (www.govinsfarm.com), and tags (family friendly, all ages). There are buttons for 'Recommend', 'Contact Owner', 'Owner's listing', and 'Map'. A description of the farm's activities is provided, along with opening hours and admission prices. A sidebar on the right offers options to 'Plan Your Trip with ATW', including 'Create Account', 'Login Add/Edit Listing', and 'Login Submit News'. Below this is a 'Search by Interest' section with various filters. The 'New Listings...' section shows 'Lewis Farm Market & Petting Farm' and 'South Mountain Creamery'. A handwritten note in the bottom left corner lists items to remember: 'don't forget... - lettuce - tomatoes - carrots - strawberries'. The background of the website features a large image of a tree and a field with cows, and a smaller image of a bee and herbs.

Home Contact ATW

# AGRI TOURISM WORLD

Your 1st Choice in Agritourism Travel

Search Directory By State

Select Your State Below...

Select a State from the dropdown menu and begin planning your next agritourism trip >

All Categories

Search

Advanced Search

### Govin's Meats and Berries

Address N6134 670th St, Menomonie, Wisconsin, United States of America, 54751

Phone 715-231-2377

Website www.govinsfarm.com

Tags family friendly, all ages

Recommend Contact Owner Owner's listing Map

Bounce into spring with a visit to Govin's Lambing Barn. Enjoy watching the lambs nursing and bouncing around their mothers, while learning more about those woolly creatures. It may even be possible to see the birth of a lamb. There will be lambs, chicks & lots of other baby farm animals to see & hold. Bring the family and don't forget your camera!

Open from 10am - 4pm on March 23-24, March 29-30, and April 6-7

Admission \$7.00/person, children under 2 are free. Call for group rates.

For more information call 715-231-2377 or look us up at www.govinsfarm.com

Plan Your Trip with ATW

Agritourism News

1. Create Account
2. Login Add/Edit Listing
3. Login Submit News

Search by Interest

By a USA State >

By International >

By the Seasons Open >

EVENTS and Activities >

Farms with Animals >

Food / Beverage Producer >

Gardens and Plants >

MARKETS and Retail >

OVERNIGHT STAYS >

Unique FEATURES >

Agritourism Enews

New Listings...

Lewis Farm Market & Petting Farm

www.lewisfarmmarket.com

State/Region: Michigan

South Mountain Creamery

www.southmountaincreamery.com

State/Region: MD

Prescott Farmers Market

don't forget...  
- lettuce  
- tomatoes  
- carrots  
- strawberries

**3. Make recommendations to improve the overall Local presence of the organization on the Web.**

The first recommendation to improve the overall Local presence of the organization on the Web would be for Govin's Meats & Berries to claim their Google Places/+ Local page. This is very important because Google is the industry leader in search and associates Local page to businesses. By claiming their business, Govin's can edit and add information to its Local page listing on Google. This is also beneficial for their social reach, because people on Google+ can now share that they were at Govin's Meats & Berries and refer back to its Local page.

The second recommendation to improve the overall Local presence of the organization on the Web would be for Govin's Meat & Berries to claim other Local listings, such as the ones mentioned above. Searching and claiming all Local listing is a time consuming process and Govin's may not have the time to claim them all, but they should at least claim Yelp, Yellow Pages and Yahoo Local. These three are the next three most used Local listings after Google. By claiming these Local listings, Govin's can add and edit their listings to better represent their business.

The third recommendation to improve the overall Local presence of the organization on the Web would be to implement the social features these Local listing provide. Many of these Local listings have social features that can be connected to your social media platforms. By syncing your social media account, these listing can keep track of some of the changes made by the business.

The fourth recommendation to improve the overall Local presence of the organization on the Web is after claiming all the Local listings, check all important information already provided on the listing to make sure they are correct and up to date and correct them if they are not. If Govin's make a change in contact information or anything important that is listed on these Local listings, they should be proactive and change them on all Local listings as well. This will avoid back tracking and trying to remember if one has been forgotten.

## OFF-SITE EVALUATION

**TOOLS:** OPEN SITE EXPLORER; MAJESTIC SEO; SOCIAL; GOOGLE ANALYTIC

### Link Profile:

Using the tool Open Site Explorer, it shows that Govin’s Meats & Berries has 16 external links directing traffic to their site. Out of the 16 external links directing traffic to Govin’s Meats & Berries, 4 of the top 5 external links are from the website The MAiZE.

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
Corn Maze - The MAiZE <a href="http://www.themaize.com/map_locations.php">www.themaize.com/map_locations.php</a>	(img alt) Menomonie	50	51
Corn Maze - The MAiZE <a href="http://222.themaize.com/map_locations.php">222.themaize.com/map_locations.php</a>	(img alt) Menomonie	36	51
(302 Redirect) [No Data] <a href="http://govinsmeatsandberries.com/">govinsmeatsandberries.com/</a>	[No Anchor Text]	30	23
Corn Maze - The MAiZE <a href="http://themaize.com/map_locations.php">themaize.com/map_locations.php</a>	(img alt) Menomonie	29	51
Wisconsin Corn Maze - The MAiZE <a href="http://www.themaize.com/map/usa/wisconsin">www.themaize.com/map/usa/wisconsin</a>	(img alt) Menomonie	27	51

Open Site Explorer also shows that there are 8 linking root domains to Govin’s Meats & Berries. The table below shows 5 out of 8 External Linking Root Domains found in the website. This shows that there are only 5 sites linking to Govin’s Meats & Berries. This table does not include other external links from the same website. If there are multiple external links from the same website, the Linking Domains only counts it as one. These links are relevant to Govin’s Meats & Berries.

Linking Root Domain	Domain Authority	Linking Root Domain
*.themaize.com/	51	340
*.menomoniechamber.org/	44	147
*.wwib.com/	35	70
*.wogo.com/	30	39
*.menomonievisitorsguide.com/	-	15

The table below is the results of Anchor Text Term from Open Site Explorer. It shows how the Anchor Text Term looks like and how many links are containing that anchor text. From the table below there is one natural and un-optimized link, the “Visit website” anchor text term, two URL anchor text term and one image anchor text term.

Anchor Text Term	Linking Root Domains Containing Anchor Text	Links Containing This Anchor Text
<a href="http://www.govinsfarm.com">www.govinsfarm.com</a>	2	3
Govin’s meats berries	2	15
Visit website	1	2
(img) menomonie	1	4
<a href="http://www.govinsfarm.com">http://www.govinsfarm.com</a>	1	8

Using the tool Majestic Site Explorer, it shows that Govin’s Meats & Berries has 103 external back links. This number is extremely different than the one provided by Open Site Explorer. The reason is that Majestic Site Explorer counts every back link, including the ones back links that Govin’s Meats & Berries link within its own website. It also gives the summary of Govin’s Meats & Berries in the last 5 years.

### URL Information

External Backlinks	Referring Domains	Referring IPs:	Referring Subnets:
<b>103</b>	<b>9</b>	<b>8</b>	<b>7</b>
In the last 5 years:			
<u>359</u>	<u>29</u>	<u>28</u>	<u>27</u>

The data below shows the Referring Domains from Majestic Site Explorer. This data is very similar to the Linking Root Domain found in Open Site Explorer. In the data below, Majestic Site Explorer includes three back links that is not found on Open Site Explorer. These websites are Agritourismworld.com, halfoffdeals.com, and wiberries.org.

**Majestic Site Explorer - Referring Domains**  (play video)

Explore Create Report Verify Domain

**Scope:**
 Root Domain  Subdomain  Path (URL\*)  URL
 ⚡ Use Fresh Index: 
🏠 Use Historic Index:

- Summary
- Ref Domains
- Backlinks
- New
- Lost
- Anchor Text
- Map
- Pages
- Link Profile

Order By: Backlinks Descending Then: Alexa Rank Ascending Refresh

#	Referring Domains	Backlinks	Alexa Rank	Flow Metrics	
				Citation Flow	Trust Flow
1	<a href="http://menomoniechamber.org">menomoniechamber.org</a>	85	N/A	24	30
2	<a href="http://agritourismworld.com">agritourismworld.com</a>	4	N/A	27	24
3	<a href="http://themaize.com">themaize.com</a>	3	N/A	25	21
4	<a href="http://wwib.com">wwib.com</a>	3	N/A	21	29
5	<a href="http://halfoffdeals.com">halfoffdeals.com</a>	2	152,924	44	43
6	<a href="http://govinsmeatsandberries.com">govinsmeatsandberries.com</a>	2	N/A	18	12
7	<a href="http://woqo.com">woqo.com</a>	2	N/A	15	22
8	<a href="http://govinsmeatandberries.com">govinsmeatandberries.com</a>	1	N/A	0	0
9	<a href="http://wiberries.org">wiberries.org</a>	1	N/A	16	25

The table below is the results of Anchor Text from Majestic Site Explorer. It shows how the Anchor Text looks like and how many links are containing that anchor text. This data is very similar to the data found on Open Site Explorer. The main difference between the anchors texts found in Majestic Site Explorer versus Open Site Explorer is that Majestic Site Explorer has found two new anchor texts. These two anchor text are “check our website” and “click here for website”. From the table below there are two natural and un-optimized links, the two new anchor text terms, two URL anchor text term, one image anchor text term and one empty anchor text.

**Majestic Site Explorer - Anchor Text** (play video)

Explore Create Report Verify Domain

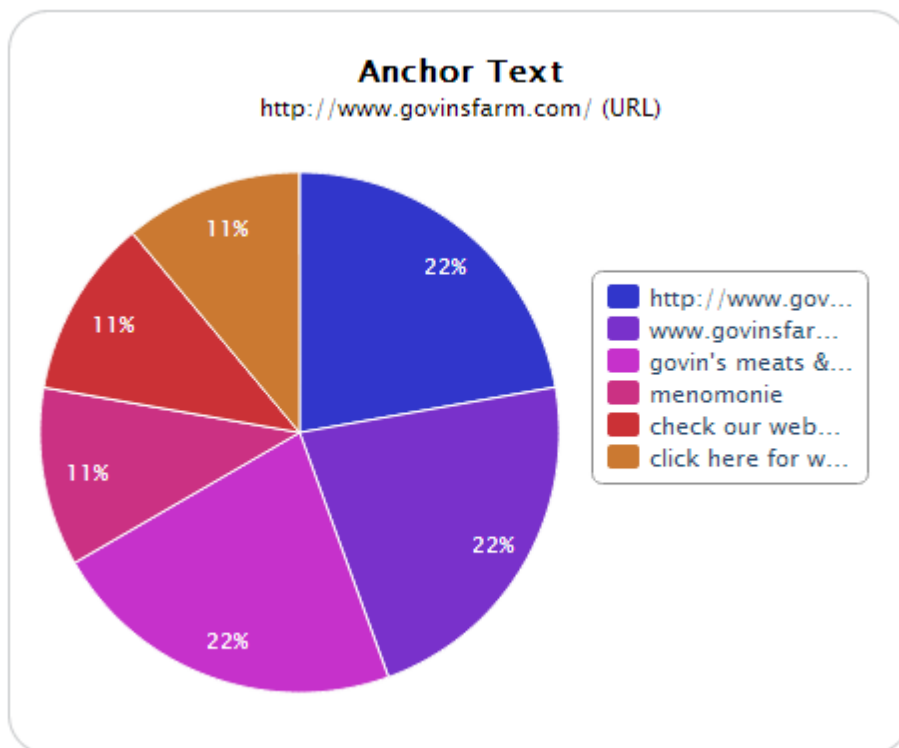
**Scope:**
 Root Domain  Subdomain  Path (URL\*)  URL
 ⚡ Use Fresh Index: 
🏛️ Use Historic Index:

Summary Ref Domains Backlinks New Lost Anchor Text Map Pages Link Profile

Filter Anchor Text
Clean Anchor Text: 
Reset

#	Anchor Text	Referring Domains	External Backlinks			Estimated Link Flow Metrics	
			Total	Deleted	NoFollow	Citation Flow	Trust Flow
1	Empty Anchor Text	3	6	-	-	15	7
2	http://www.govinsfarm.com	2	84	-	-	0	0
3	www.govinsfarm.com	2	13	-	-	0	0
4	govin's meats & berries	2	5	-	-	24	32
5	menomonie	1	3	-	-	32	18
6	check our website	1	2	-	-	2	4
7	click here for website	1	2	-	-	2	4

The pie chart below show the distribution of anchor text found on Govin's Meats & Berries



The line graphs below show the correlation of how trust or citation each Referring Domains Link Profile and External Back Link Profile are. Citation Flow is a number of predicting how influential a URL might be based on how many sites link to it and Trust Flow is a number predicting how trustworthy a page is based on how trustworthy sites tend to link to trustworthy neighbours. This also correlates how websites are Page Rank also. Citation Flow and Trust Flow are based between 0 to 100. Govin's Meats & Berries has a Citation Flow of 22 and a Trust Flow of 21. Govin's Meats & Berries has some work to do.

Referring Domains <sup>?</sup>

9

External Backlinks <sup>?</sup>

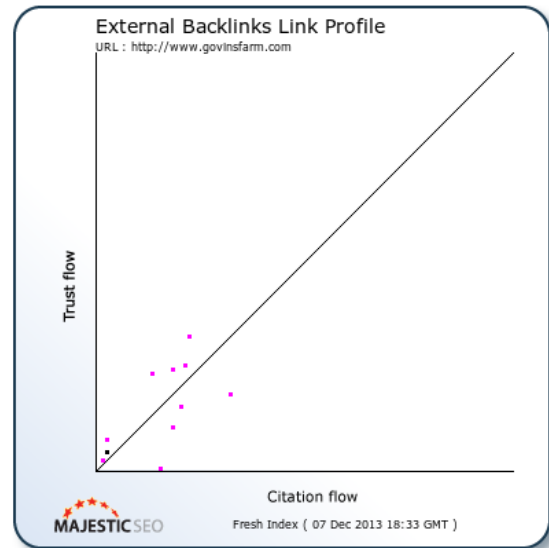
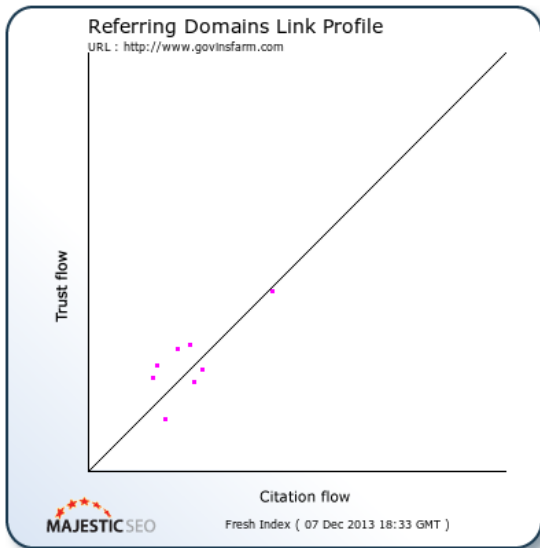
103

Citation Flow <sup>?</sup>

22

Trust Flow <sup>?</sup>

21





### Authority:

According to Open Site Explorer, Govin's Meats & Berries has a Domain Authority of 18/100. Domain Authority measures the predictive ranking strength of entire domains. It is a calculated metric for how well a given domain is likely to rank in Google's search results. This number is useful when comparing to competitor's website. Once again, Govin's Meats & Berries Domain Authority needs some work.

Authority		Page Link Metrics	
DOMAIN AUTHORITY	PAGE AUTHORITY	JUST-DISCOVERED	ESTABLISHED LINKS
18/100	31/100	0 32 Days	8 Root Domains 36 Total Links

### Social Media:

Govin's Meats & Berries currently has two social media profiles created. They have a Facebook page and Twitter account. They currently only their Facebook page connected and displayed on their website. The following is an overview of its social footprint.

#### Facebook

Govin's Meats & Berries / Govin's Farm

1,784 Likes

#### Twitter

Govin's Farm

@Govins

68 Followers

It does make sense for Govin's Meats & Berries to utilize social media because of their targeted audience. They want to reach family, children, youth groups, college groups and company gatherings. All these people fall into the group of people that use social media. Their targeted audience is a group of people who love to share photos, events and statuses of where they were and the kind of activities they participated to everyone they know.

Govin's Meats & Berries is mostly active on Facebook. They are most active during their open seasons for their activities such as lambing season, strawberry picking and corn maze/pumpkin patch fun. They will post updates and statuses about the barn open hours or activities usually 1-2 times a week. They will go long periods during the off season with posting anything on both Facebook and Twitter.

Govin's Meats & Berries does not yet have a Google+ account or a LinkedIn account. These two could be the next social media profiles they create. Google+ have people sharing about Govin's Farm, but no official Google+ Govin's page to refer to. This would be an excellent platform to look into.

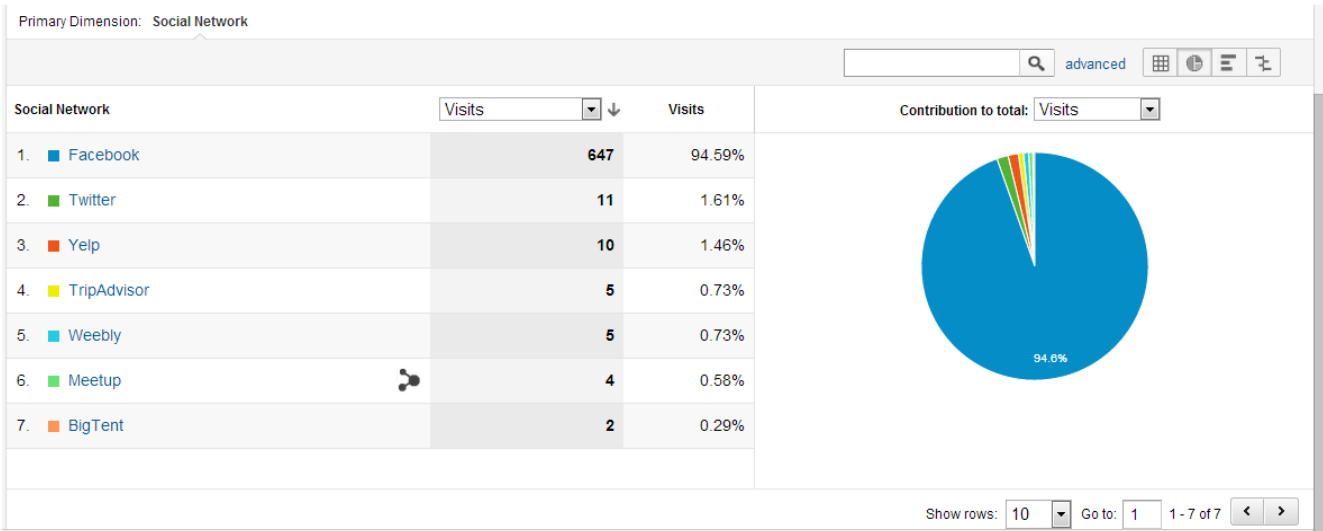
The data below shows that the more time you spend on making the content relevant on your social media site, the more responses you will get. Govin's Meats & Berries is currently active

only on their Facebook, and in return that is where almost all of their social network referrals come from. According to the pie chart below, that is over 94%. Investing in social media has brought some visitors Govin's website.

Primary Dimension: Social Network

Social Network	Visits	Pageviews	Avg. Visit Duration	Pages / Visit
1. Facebook	647	1,289	00:07:41	1.99
2. Twitter	11	12	00:00:02	1.09
3. Yelp	10	30	00:00:57	3.00
4. TripAdvisor	5	11	00:00:14	2.20
5. Weebly	5	12	00:01:56	2.40
6. Meetup	4	5	00:05:41	1.25
7. BigTent	2	6	00:01:33	3.00

Show rows: 10 Go to: 1 1 - 7 of 7

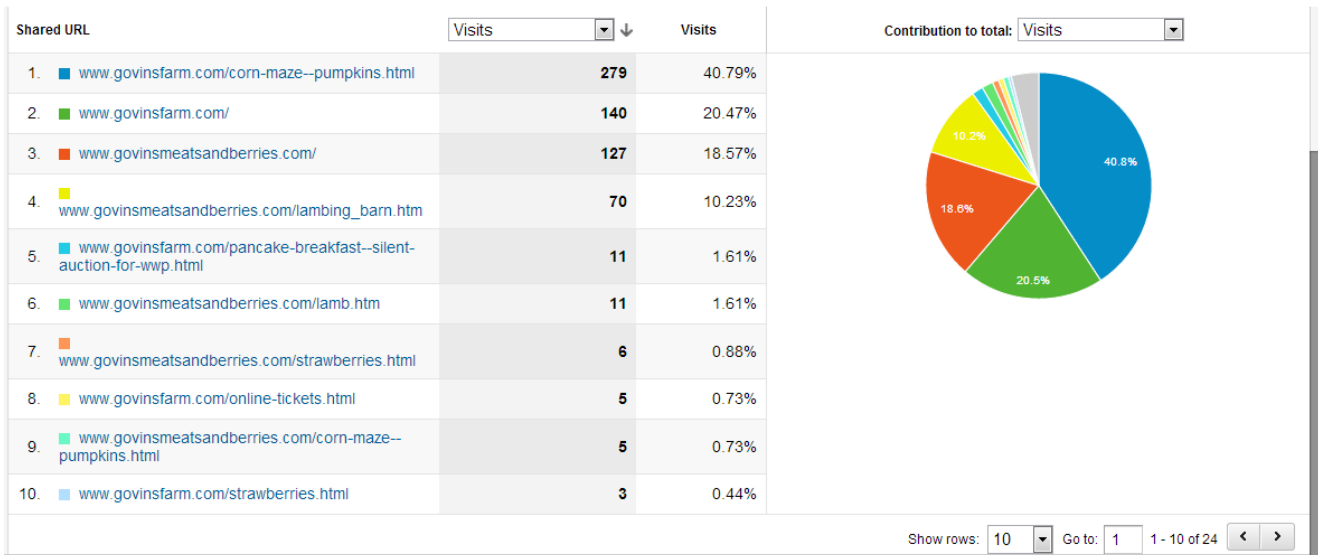


The data below shows the landing pages that visitors land one when clicking one of Govin's Meats & Berries link found on their social networks. According to the pie graph below, many visitors are interested in Govin's Corn Maze and Pumpkin Patch with over 40% of all visitors landing on that page. Govin's Farm promoting the Corn Maze on their Facebook is having an impact. This process and strategy could be used with their other activities.

Primary Dimension: Shared URL

Shared URL	Visits	Pageviews	Avg. Visit Duration	Data Hub Activities	Pages / Visit
1. www.govinsfarm.com/corn-maze--pumpkins.html	279	458	00:07:32	0	1.64
2. www.govinsfarm.com/	140	373	00:11:26	1	2.66
3. www.govinsmeatsandberries.com/	127	299	00:01:16	0	2.35
4. www.govinsmeatsandberries.com/lambing_barn.htm	70	107	00:01:18	0	1.53
5. www.govinsfarm.com/pancake-breakfast--silent-auction-for-wwp.html	11	13	01:25:31	0	1.18
6. www.govinsmeatsandberries.com/lamb.htm	11	14	00:00:30	0	1.27
7. www.govinsmeatsandberries.com/strawberries.html	6	11	00:00:24	0	1.83
8. www.govinsfarm.com/online-tickets.html	5	7	00:00:09	0	1.40
9. www.govinsmeatsandberries.com/corn-maze--pumpkins.html	5	11	00:00:37	0	2.20
10. www.govinsfarm.com/strawberries.html	3	5	00:10:34	0	1.67

Show rows: 10 Go to: 1 1 - 10 of 24



## USER EXPERIENCE

Govin's Meats & Berries has a total of 11 web pages on its website. The website is hosted through Weebly, a web hosting service that provides free websites. Govin's Meats & Berries phone number and the city Menomonie, WI can be found at the top right of every page. This information is implemented through the website template. 5 of 11 web pages have the company phone number and city listed at the bottom of each page. 9 of 11 web pages have the company phone number listed at the bottom of the page. Govin's does a good job placing contact information where users can easily find.

Overall, Govin's Meats & Berries does a good job making their website visually appealing. There are a few areas that can be improved upon. The areas are as following:

Page Title: Govin's Meats & Berries

Issue: The word "Govin's" is red and can be hard to read at a glance. The color serves its purpose by standing out, but also makes it difficult to read.

Page Title: Lambing Barn

Issue: The phrase "Admission is \$7.00 per person, Children 2 and under are free" is orange and is extremely difficult to read. The color along with the teal background makes it have almost a 3D look that makes it hard to read.

Page Title: Strawberries

Issue: The word "Strawberries" and the phrase "Welcome to our strawberry patch" are orange and are extremely difficult to read. The color along with the teal background makes it have almost a 3D look that makes it hard to read.

Page Title: Price Include Tax

Issue: From a user perspective, it would be nice to have the full ticket list showing without the use of a scroll box. The page does not include anything else; therefore the ticket prices should be able to fit the page without a scroll box, unless this something that is restricted by "Ticketbud", the ticket event management program. Minor and user preference issue, but could annoy users.

Page Title: Recipes

Issue: This is again a minor and user preference issue, but could annoy user and if changed, make the page overall more appealing. The "Beer Butt Chicken" recipe has the white background, which does not match the overall appearance of that page. This is usually the case when using images.

Mobile Device:

Govin's Meats & Berries website for mobile devices is very impressive. The website offers both a mobile version and web version. The user friendliness of its mobile version is crisp and clean. The mobile version does not have its fancy background design, background color or colored words, which make it easy to read the text. The mobile version only allows user to slide vertically, which eliminates horizontal scrolling. This works great for a website like this. The tabs on the navigation bar are replaced with a button, and when click brings up a menu of the other web pages.

## PAID SEARCH

### **TOOLS: GOOGLE KEYWORD PLANNER; GOOGLE ADWORDS**

Govin's Meats & Berries currently does not have a paid search campaign or strategy. Govin's reason for not having one is a mix of both not having the time to set one up and monitor it and not seeing the need to implement one at this time. After researching and exploring paid search, it does not make sense to run a paid search campaign for Govin's Meats & Berries.

There are a few rationales for not incorporating this Online Marketing Strategy. The first reason comes from the "Average Monthly Searches" found in Google Keyword Planner under Ad Group Ideas and Keyword Ideas. All three keywords (lamb, strawberry, corn maze) returned with very low average monthly searches, many not even breaking the 20 average.

The second reason comes from the "Competition" found in Google Keyword Planner under Ad Group Ideas and Keyword Ideas. Competition correlates to the number of advertisers that are bidding on each keyword. The higher the competition means the higher the bid as to be to win higher ad positions. The three keywords (lamb, strawberry, corn maze) returned with either Low or Medium competition, with Low competition being the majority. This shows that not many advertisers are not bidding on keywords or group of keywords related to lamb, strawberry and corn maze. Other reasons for the Low competition could be that others have tried bidding on keywords related to those that Govin's is interested in, but have yielded poor and ineffective results.

The third reason comes from the "Suggest bid" found in Google Keyword Planner under Ad Group Ideas and Keyword Ideas. Suggested bid takes into account the cost-per-click that advertisers are paying for each keyword. The higher the suggested bid means the more money advertisers have to spend on those keywords. Govin's three keywords have really low suggested bids or no suggested bids. This could indicate that others have tried bidding on keywords related to those that Govin's is interested in, but have yielded poor and ineffective results.

If Govin's Meats & Berries were to implement a paid search Online Marketing Strategy, it would like similar to this:

Target Audience: Family, Children (1 Year Old +), Mothers, Fathers, Youth Groups, School Groups, Scout Groups, Company Gatherings, College Groups

Product/Service:

1. Lamb, Lambing Barn, Lamb Meat
2. Strawberries, U-Pick and Pre-Picked
3. Corn Maze

When:

Govin's Meats & Berries provides seasonal products and services. Lambing Barn season falls between March-April, Strawberries are picked between June-July and the Corn Maze is available September-October.

Objective 1: If goal is to increase admission/purchases during open season-The Online Marketing Strategy will begin the week prior to opening day.

Objective 2: If goal is to increase admission/purchases before open season-The Online Marketing Strategy will begin a month prior to opening day.

Search versus Display Network:

Since Govin's Meats & Berries is new to paid search Online Marketing Strategy, it would be wise to advertise on Search Network first. Govin's can pick and choose Google search and Search partners they think best fit them.

Text Ad:

Because Govin's Meats & Berries will be advertising on Search Networks only, they can only run text ads. The following is an example of a text ad Govin's Meats & Berries could run:

### **100% Grass Fed Lamb**

[www.govinsfarm.com/lambing-barn.html](http://www.govinsfarm.com/lambing-barn.html)

See lambs nursing and bouncing with their mothers.  
Learn more about these wooly creatures.

### **Fresh Organic Strawberries**

[www.govinsfarm.com/strawberries.html](http://www.govinsfarm.com/strawberries.html)

Both U-Pick & Pre-Picked strawberries available.  
Mouthwatering summertime treats.

### **Corn Maze in Wisconsin**

[www.govinsfarm.com/corn-maze--pumpkins.html](http://www.govinsfarm.com/corn-maze--pumpkins.html)

Enjoy over 10 acres of corn maze.  
Pumpkins from 1 lb to 200 lbs!

Keywords:

The low competition, suggested big and average monthly searches for the Govin's keywords make it hard to decide which keywords to bid on. The keywords that were decided were based on the amount of monthly searches, competition, suggested bid and a combination of all three. The table below shows the keywords that Govin's can bid on that are associated with Govin's keywords.

<b>Lamb</b>	<b>Strawberry</b>	<b>Corn Maze</b>
Lamb Recipes	Strawberry Fruits	Maze
Lamb Meat	Strawberry Shortcake	Pumpkin Patch
Lamb Stew	Organic Strawberries	Pumpkin

Landing Page:

Lamb paid search will be sent to "Lambing Barn" page, strawberry paid search will be sent to "Strawberries" page and corn maze paid search will be sent to "Corn Maze & Pumpkins" page.

## COMPETITIVE ANALYSIS

<b>Govin's Meats &amp; Berries</b>	<b>Pleasant Valley Tree Farm</b>
Domain Authority: 18	Domain Authority: 27
Page Authority: 31	Page Authority: 37
Number of incoming links:259	Number of incoming links:225
Domain Age: 4 years Domain Registered: July 31, 2009	Domain Age: 15 years Domain Registered: Sept. 25, 1997
Social Signals: Facebook: Likes-1,786 Twitter: @Govins Google+: None	Social Signals: Facebook: Likes-1,140 Twitter: None Google+: None

The table above show an overview of Govin's Meats & Berries and one of their local competitors, Pleasant Valley Tree Farm. Pleasant Valley Tree Farm is a family owned and operated farm located in Elk Mound, WI. Pleasant Valley Tree Farm offers many fall activities as Govin's Farm such as corn maze, hay rides, pumpkin bowling, mini golf and farm animals.

According to the table, the biggest difference between Govin's Meats & Berries and Pleasant Valley Tree Farm is the domain age. Govin's Meats & Berries has a domain age of 4 years and Pleasant Valley Tree Farm has a domain age of over 15 years. That is a huge difference and could big a huge factor when determining the site performance of Govin's. The older the domain age, the better the chances of Govin's competitor get ranked higher because of the creditability of its domain age. It shows that the domain has been created very early and continues to be used.

The data above shows that both Govin's Meats & Berries and Pleasant Valley Tree Farm do not fully utilize social media. Govin's Meats & Berries have both a Facebook and Twitter profile. Pleasant Valley Tree Farm only has a Facebook profile. In terms of their social signals on Facebook, they are both similar with the edge in favour of Govin's Meats & Berries.

**Page Specific Metrics:** See which metrics are affecting the pages on your site.

	www.govinsfarm.com/	www.pleasantvalleytree.com/
Page Authority:	<b>31</b>	<b>37</b>
Page MozRank:	4.23	4.96
Page MozTrust:	5.48	5.55
Internal Followed Links:	12	3
External Followed Links:	22	30
Total Internal Links:	12	3
Total External Links:	24	30
Total Links:	36	33
Followed Linking Root Domains:	7	15
Total Linking Root Domains:	8	15
Linking C Blocks:	4	15

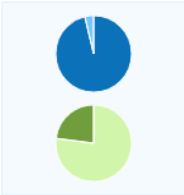
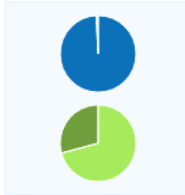
  

<ul style="list-style-type: none"> <li>Followed Links vs Nofollowed Links:</li> <li>Internal Links vs External Links:</li> </ul>		
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The data above shows a comparison of Govin's Meats & Berries and one of its local competitors, Pleasant Valley Tree Farm. The data shows that both Govin's and Pleasant Valley are very similar in terms of page specific metrics. Pleasant Valley has a higher Page Authority with 37 and Govin's Page Authority of 31. Both farms' MozRank and MozTrust are very similar as well.



**Subdomain Metrics** See which metrics are affecting the subdomains on your site.

	www.govinsfarm.com/	www.pleasantvalleytree.com/
Subdomain MozRank	3.28	✓ 3.32
Subdomain MozTrust	3.78	✓ 3.98
External Followed Links	27	✓ 37
Total External Links	✓ 53	37
Total Links	✓ 231	127
Followed Linking Root Domains	9	✓ 19
Total Linking Root domains	10	✓ 19
<ul style="list-style-type: none"> <li>● Followed Links vs Nofollowed Links:</li> <li>● Internal Links vs External Links</li> </ul>		

The data above shows a comparison of Govin’s Meats & Berries and one of its local competitors, Pleasant Valley Tree Farm. The data shows that both Govin’s and Pleasant Valley are very similar in terms of Subdomain metrics. Both farms’ MozRank and MozTrust are very similar as well, with a slight edge in favor Pleasant Valley.

**Root Domain Metrics** See which metrics are affecting the root domain of your site.

	govinsfarm.com/	pleasantvalleytree.com /
Domain Authority	<b>18</b>	✓ <b>27</b>
Domain MozRank	2.97	✓ 3.24
Domain MozTrust	3.4	✓ 3.82
External Followed Links	29	✓ 44
Total External Links	✓ 81	45
Total Links	✓ 259	225
Followed Linking Root Domains	9	✓ 25
Total Linking Root Domains	10	✓ 26
Linking C Blocks	5	✓ 20

- Followed Links  
vs
- Nofollowed Links:
  
- Internal Links  
vs
- External Links

The data above shows a comparison of Govin’s Meats & Berries and one of its local competitors, Pleasant Valley Tree Farm. The data shows that both Govin’s and Pleasant Valley are very similar in Root Domain metrics. Pleasant Valley has a higher Domain Authority with 27 and Govin’s Domain Authority of 18. Both farms’ MozRank, MozTrust and total links are very similar.

## PROPOSED STRATEGIES & TACTICS

- **Issue/Strategy #1:** Title Tags & Meta Descriptions

1. *Revise:* Revise Title Tags and Meta Description to make sure they are utilizing all recommended character count or they are under the recommended character count.
2. *Keywords:* Revise Title Tags and Meta Description to make sure they are utilizing the necessary keywords and that they are not repeating keywords.

**Rationale:** After reviewing Title Tags & Meta Descriptions for Govin's Meats & Berries, there were some that were not utilizing the recommended character count or were over the recommended character count. By revising them, Govin's would be able to eliminate unnecessary words to fit more important keywords. Also, there were a few Title Tags & Meta Descriptions that included Govin's or Govin's Meats & Berries twice. This is not necessary and takes up characters that could use for keywords. Benefits that this practice will offer are it would allow for Govin's to rank higher in organic search because they are adding and refining keywords that are specific to the page.

- **Issue/Strategy #2:** Content

1. *Revise:* Revise Content found within the website to better represent the Title Tags.
2. *Add:* Add any necessary content to areas that are lacking information or look unfinished.

**Rationale:** After reviewing the Content for Govin's Meats & Berries, there were some content that needs revision. For example, the page Titled Corn Maze & Pumpkins also has information listed for other activities found at Govin's. The Title can be misleading and if users don't scroll to see the other listed activities at the bottom, they may not know that those activities are also offered at Govin's. One strategy to help fix this is by simply creating another page titled Other Fun Activities and have those activities listed there. Govin's can list every other activity they have to offer that is not corn maze or picking pumpkins. The corn maze and pumpkin page would strictly on have those two activities listed.

- **Issue/Strategy #3:** Internal Linking

1. *Provide Return Link:* Create return buttons or links to allow users to return to the original page if they decide to click on an internal link.

**Rationale:** After reviewing the Content for Govin's Meats & Berries, there were some issues regarding internal linking that needs revision. One providing internal links within the website, it would be beneficial to also provide a return button for users to return back to where they just came from. By having this option, it allows for users to have a better experience.