



SMITH MOUNTAIN LAKE

The Willard Companies, LLC The Farm Website

Research:

The Willard Companies at Smith Mountain Lake (SML) recently introduced The Farm, an earth-friendly residential community. The Farm is a community featuring 63 property lots including 17 waterfront homes known as Hammock Pointe, a subdivision of newly constructed homes, 17 estate lots, and 33

lots ranging from 1.7 to 5.4 acres in size. Most significantly, The Farm is an earth-friendly development designed in accordance with the Earth Craft™ housing program incorporating green building materials and preserving a large quantity of acreage within the community. In keeping with the online advertising approach of other Willard Companies communities, the Willard Companies marketing team and long-time marketing partner GO Agency, set out to design a website that would increase awareness and attract potential property buyers to The Farm. GO Agency researched website domains and search

engine optimization keywords to be utilized in construction of the site's content. The marketing team worked to provide specific information regarding green building, SML real estate and The Farm site layout and properties.

Planning:

The Willard Companies marketing team determined the optimal goals for The Farm website would be to distinguish the best aspects of The Farm community – its attractive scenery, modern Hammock Point subdivision and green building philosophy. The main objectives for the website were to create both local and non-local awareness of the community, emphasize and illustrate its green building benefits and offer easy navigation of the community's real estate properties. In addition, the site needed to target upper-income Baby-Boomers and second home buyers. Together, the marketing team and GO Agency selected and purchased *thefarmatsml.com* for the site domain. The marketing team's strategy to create the ideal site design included a black and gold color scheme based on the previously designed logo and pocket folder brochure, professional photography of the community, a community site map, Hammock Pointe floor plans, amenities and living opportunities. A rotating flash header with images photographed at The Farm would serve as a cutting-edge enhancement to the site. GO Agency presented search engine optimization goals and selected keywords and content to incorporate into the website.

Execution:

GO Agency designed a website according to the marketing team's specifications. The site was scheduled to be launched by the first of August, shortly after publicizing the development to the public. GO Agency launched the site (www.thefarmatsml.com) by the deadline. The site's design reflected the naturalistic and luxurious atmosphere at The Farm, emphasized its earth-friendly benefits as well as provided clear and concise information about its properties. It includes the following pages: The Farm, Green Building, Hammock Pointe, Site Map, Amenities,

Photo Gallery, and Contact. The site's layout made navigation easy with page tabs near the top of the page and headings clearly printed in a distinctly prioritized order. In addition, Hammock Pointe floor plans and a property site map are accessible via linked images on a side column on the home page. The cost for designing the website amounted to \$1,500, the hosting \$250 and domain purchase for nine years was \$135.

Evaluation:

The Website's effectiveness was determined by the amount of visitation the site received in the weeks after its launch, as well as an increase in phone calls and online requests to Prudential Waterfront Properties regarding The Farm and its properties. There are six or 12% properties under contract of phase one at The Farm since the launch of the website in August. In comparison with real estate statistics at Smith Mountain Lake, which are down 40% from 2007 to 2008, this result can be gauged extremely successful.

The graphics below include site visitation statistics indicating the amount of traffic and origination of visitors the website received between its launch date and mid-September for a total of 1,162 Unique Visitors.

