



LAND  
GRANT  
GOODS

**CONTENT STRATEGY**

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# Strategy Brief

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## Summary

We have created this content strategy guide to help Land Grant Goods (LGG) implement unified content during changes in business structure. Since the CEO of LGG is graduating soon, we will be transitioning into new leadership. This document outlines our business goals and how to achieve them through the LGG website and social media. In addition, we have outlined processes for how team members should work together to complete this work.

## Audience

### Primary Audience

Our target audience is Michigan State University (MSU) stakeholders, which includes students, employees, and alumni. Content will be geared towards establishing LGG on MSU's campus before expanding to outside communities and markets.

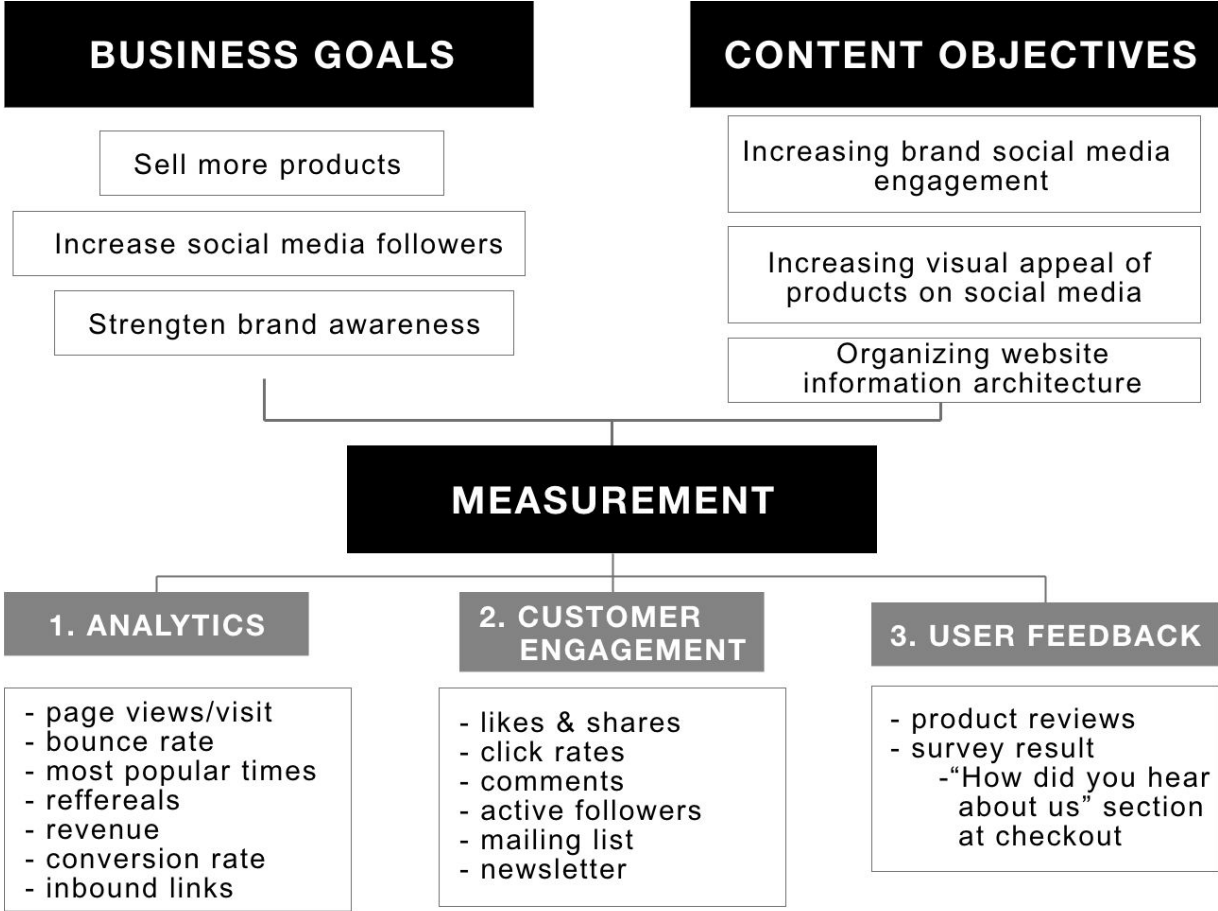
### Secondary Audience

We are currently focusing on the MSU community, but Land Grant Goods already has partnerships with outside entities, making local businesses and residents of the greater Lansing area an important part of our current content strategy. Local businesses serve as a secondary audience for Land Grant Goods.

## Business Goals

Ultimately, LGG's number one business goal is to sell more products. Strengthening brand awareness and increasing social media followers help contribute to this main goal by communicating with a growing community of LGG stakeholder. As more people become aware of the LGG's mission of producing food from local food systems with sustainable practices, more people will support the business.

# Content Objectives and Measurements



## Content Objectives

Through consistent and relevant content creation, LGG will be able to sell more goods. As a result, we've created a style guide and social media content strategy. Here's why:

1. By increasing social media engagement, more people will follow Land Grant Goods' social media platforms, increasing opportunities for advertising LGG's products and brand.
2. By posting high quality images and content about LGG products and mission, our brand will gain trust among our target audience.
3. As we drive people to our website through our content objectives described in points 1 and 2, more people will have the opportunity to buy our products.

**A website with clear, helpful, and information that is easy to find will increase user satisfaction and turnover. As a result, we have created templates for the website.**

**Here's why:**

1. When customer's cannot easily find the information they need in navigation, they are more likely to leave our website. By following the navigation and footer templates, our customers will be able to navigate our website in an easier manner, making the process of purchasing products that much easier.
2. Organizing information consistently helps users find what they need quickly. By using the same template for all product descriptions, users will know what to expect when browsing our products, instead of being left with questions that could prevent them from purchasing a product.

**Achieving these content objectives is outlined in more detail throughout the document.** All our suggestions have been made based on interviews with the LGG leadership team, user feedback, and comparison to similar companies selling tea and/or honey. User feedback was conducted with the primary LGG audience: MSU students.

## **Measurements**

Metrics are aspects of the user experience that can be measured. These measurements reveal whether or not the current content objectives are achieving LGG's business goals. We should track these metrics to gage the success and growth of LGG. If over an extended period of time (at least 3-6 months), the metrics reveal content is falling short of our business goals, then LGG should come back to the drawing board to create a fresh content strategy plan.

## **Analytics**

Analytics use data to find meaningful patterns in user experience. The analytics we have outlined focus on user interaction with the LGG website and track data related to product purchasing. These metrics will be especially helpful to see if our content is driving users to purchase LGG products online.

## **Customer Engagement**

The metrics under customer engagement focus on social media and other forms of communication with the audience. These analytics will reveal how effective our content is in engaging the target audience.

## **User Feedback**

User feedback gives more qualitative information than the other metrics mentioned, often providing the most insightful information for creating a better user experience. We suggest placing one or two quick survey questions in the checkout of LGG's website and giving users the opportunity to provide product reviews.

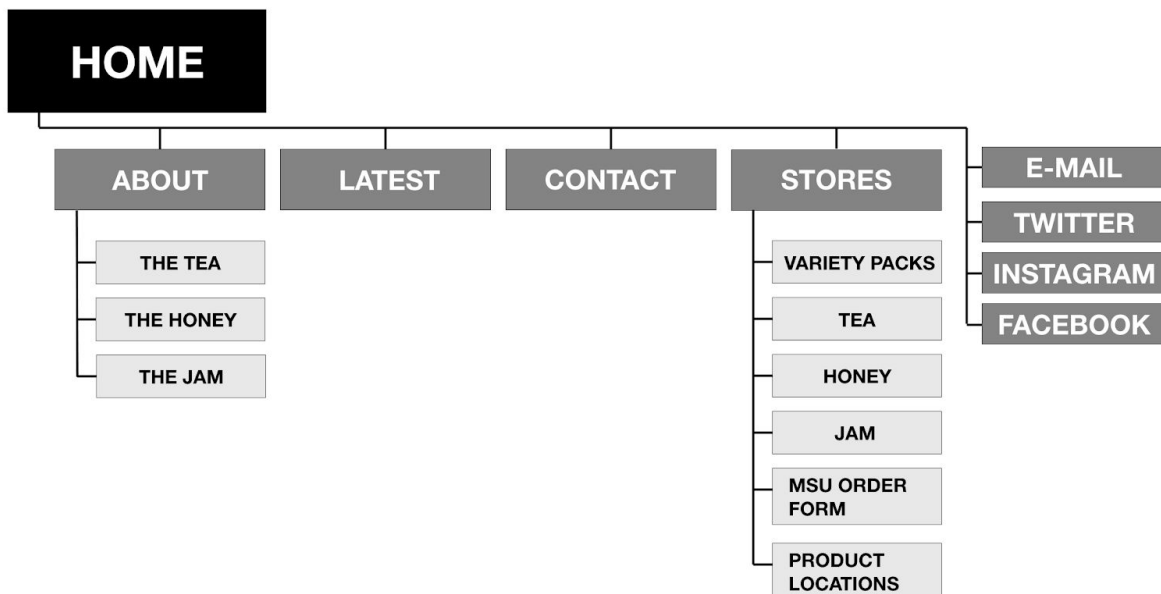
# Templates

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According to user feedback from MSU students, the LGG website could benefit from some information architecture clean-up. The following templates will serve as a guide to maximize our website’s effectiveness and consistency. When our website architecture and content is organized, users will have a more positive experience and will be more likely to buy our products.

To focus on the architecture of the website information, we have created templates and sitemaps for the navigation bars and a template for the footer. This will help prevent redundancy or inconsistency in our website’s structure. We also made templates for product descriptions to help give consistent information to our customers. With repetition, users will know what to expect from our website.

## Website Sitemap



According to our user feedback, the current navigation caused some confusion for our audience. One cited reason for confusion is because the first dropdown menu option often takes you to the same place as the main navigation menu item. For example, “The



Story” page under “About” and the “About Page” actually lead to the same webpage. Moving forward, our sitemap should avoid redundancies to ensure an organized information architecture. Land Grant Goods’ user experience will be more seamless and effective by avoiding repeated links in the navigation.





Some users said that the navigation titles were not helpful for finding information. For example, “Extras” does not tell a user what they will be clicking on. The unclear “Extras” tab should become “Latest” to represent the news update feel of the “Extras” page. All of the sub navigation options should then be filtered to their most relevant main navigation options. As outlined, “MSU Order Form” and “Product Locations” should be underneath the “Store” main navigation.

Content from “The Jammer” could be included in the “Latest” tab, because it has a similar announcement feel. In addition, since the “Latest” page is like a news tab, the news feed on the “Our Story” page should be included on the Latest page.

Users also stated that they expect a mission statement to be on the “About” page. Information can be consolidated to meet user expectations by placing the mission statement on the “About” page rather than having two separate tabs.

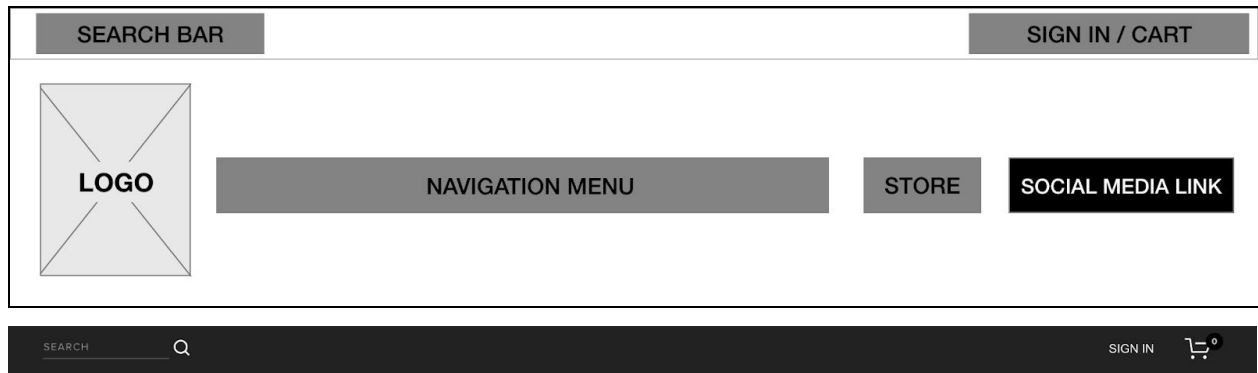
Lastly, all sections of the navigation will remain on the website unless the change is permanent. Seasonal products will remain on the website, but categorized out of stock until the next season. For example, jam is offered seasonally and should be marked as seasonal rather than taking it off the website completely during off season times.

## Template Legend

	Represents link to internal page
	Represents link to external page
	Represents static content
	Represents image

# Navigation Bars

## Website Navigation Bar



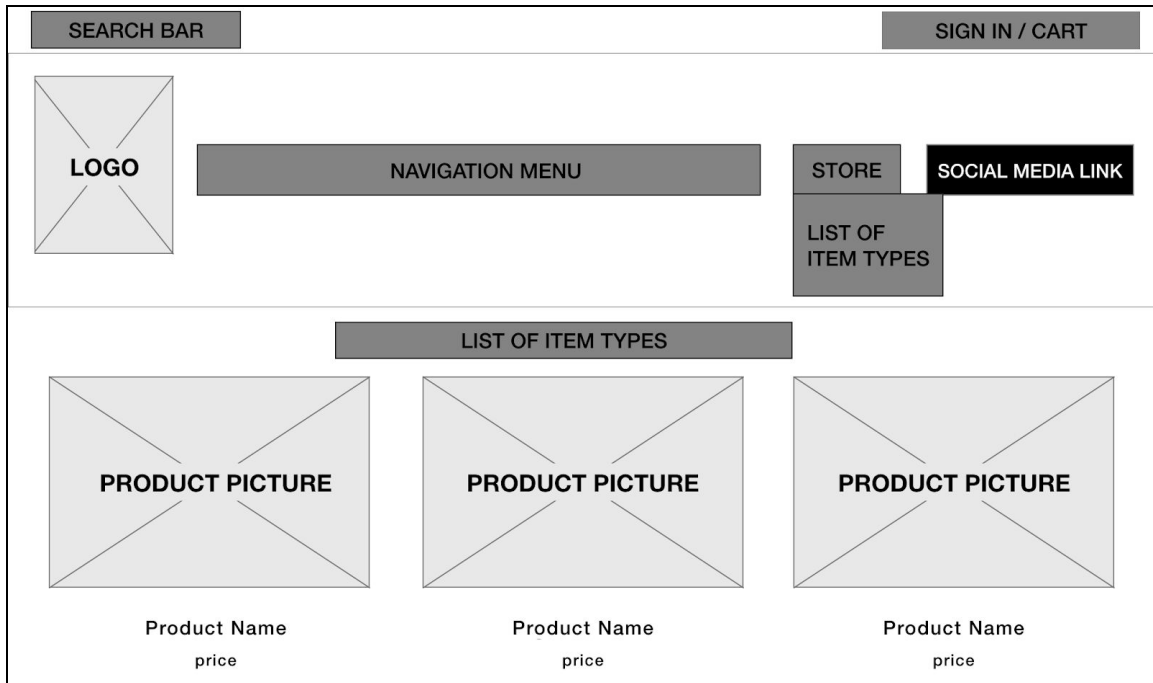
HOME ABOUT LATEST CONTACT

STORE



When selecting photos and formatting the main navigation, it is important to make sure that the navigation menu is readable. Contrast will also be crucial in ensuring the navigation's clarity and readability. (In cases where the Land Grant Goods logo does not have enough contrast with the background, refer to [design section](#).) In the past, there have been pages without enough contrast between the chosen background image and the navigation font, making navigation of the LGG website harder for users.

# Store Navigation



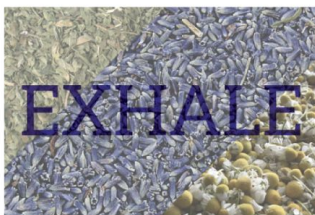
HOME ABOUT LATEST CONTACT

STORE



VARIETY PACKS  
TEA  
HONEY  
JAM

VARIETY PACKS JAM **TEA** HONEY



Exhale Herbal Tea

from \$1.00



Zingy Herbal Tea

from \$1.00

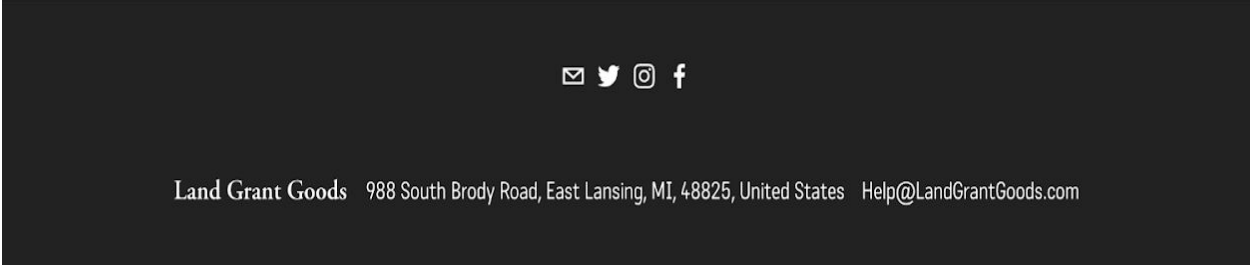


Bloom Herbal Tea

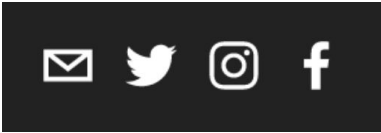
from \$1.00

Pictured here is an outlined sitemap for the LGG Store. In the past, the sitemap drop down menu and secondary navigation did not have the same titles. For user clarity, product names should remain consistent. **Land Grant Goods' CEO emphasized the store as the most important part of LGG's website, so it should act as the landing page for the website and visually stick out from the rest of the navigation.**

## Page Footer

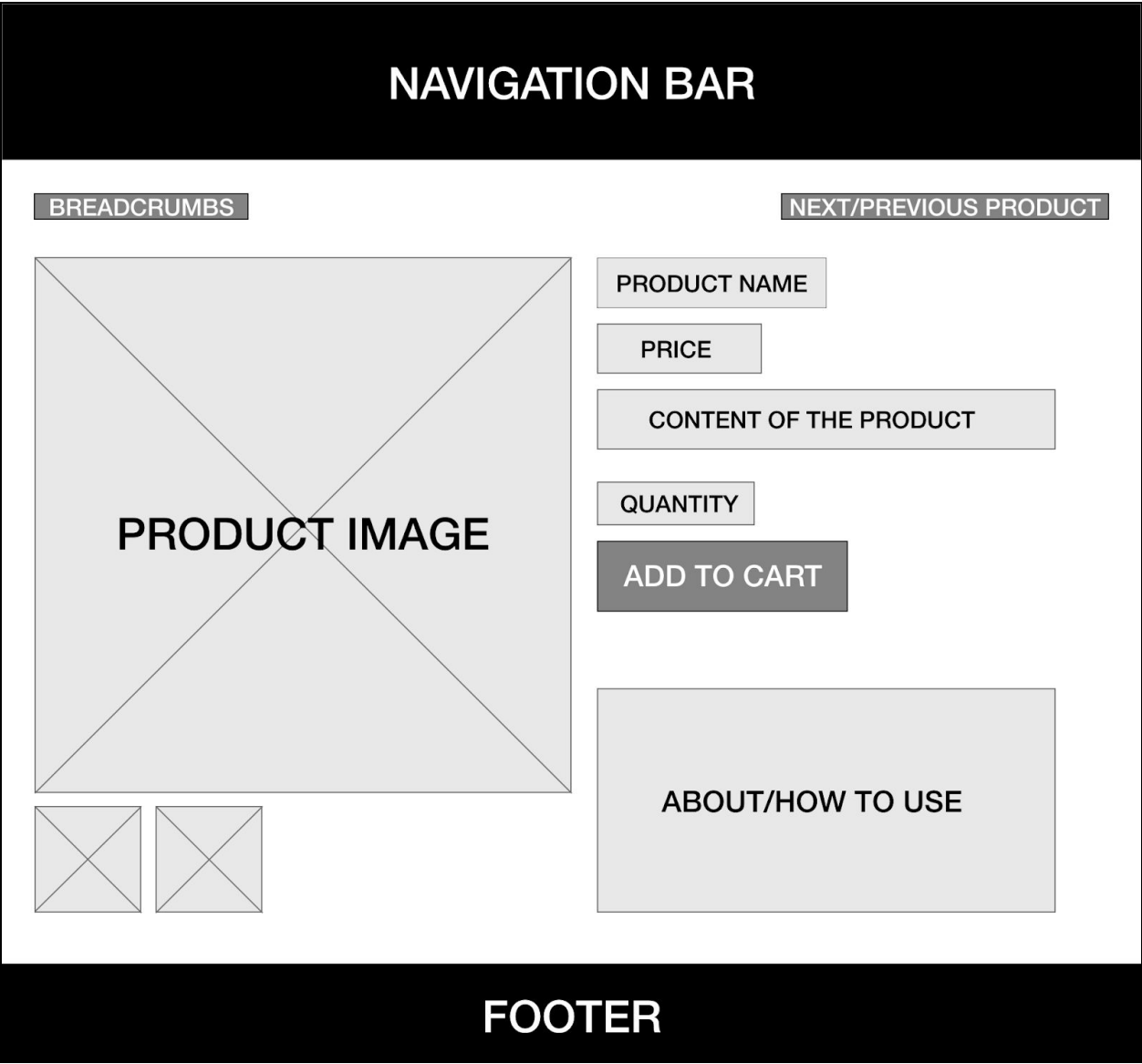


The order of social media icons should be consistent throughout the website to maintain sustainability and professionalism. The footer determines the order of social media links. User feedback stated a desire for social media links to be included at the top of every page for easy access. If any other social media links are added to the website, they must also be added to the footer. Here is the order:



1. E-mail
2. Twitter
3. Instagram
4. Facebook

# Product Page

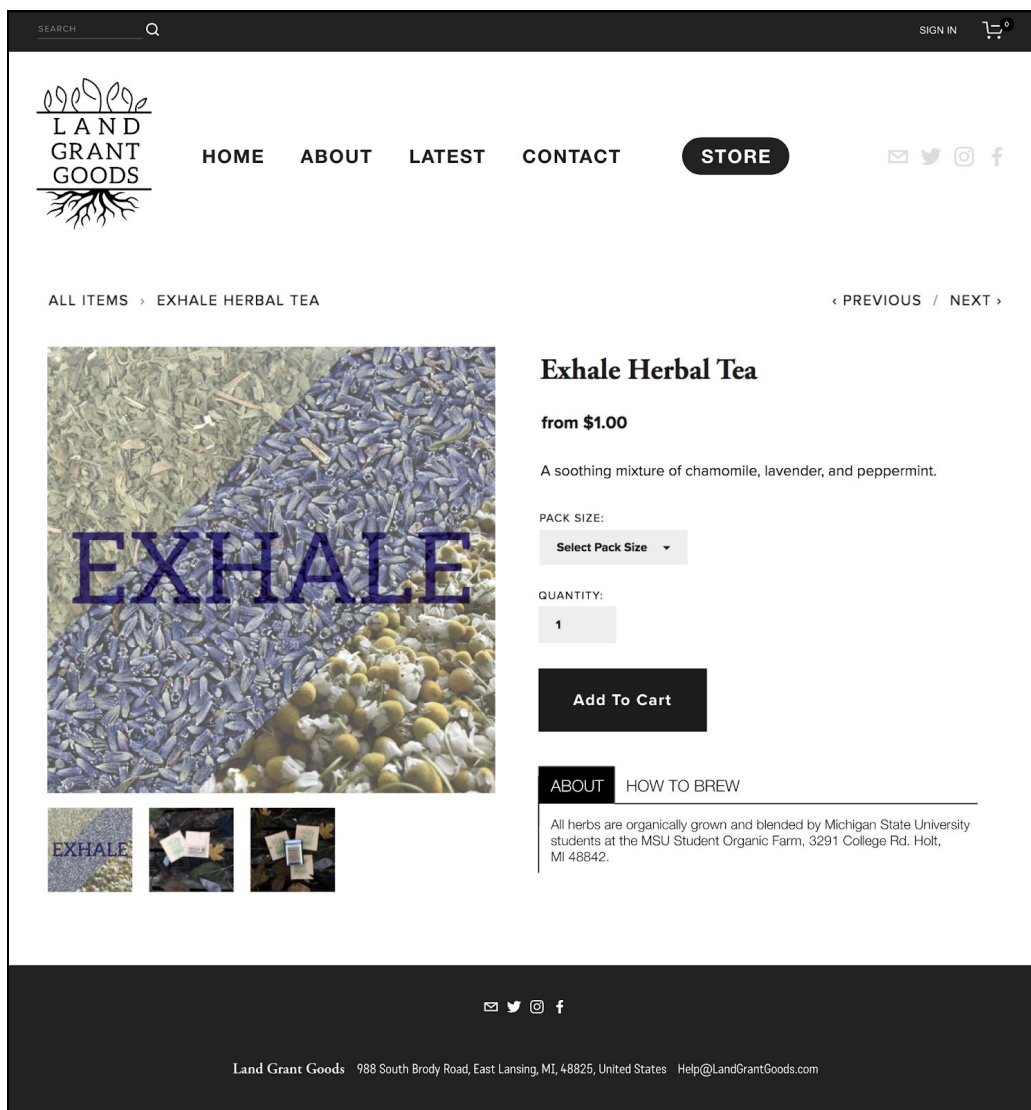


The template for product descriptions will help keep the information of LGG merchandise organized. The “breadcrumbs” and the “next and previous object” buttons help users navigate the website with ease. **Social media links should not be provided in the product description, because Land Grant Goods does not want customers to navigate away from buying a product.** In the template, main images are sized so users can view the whole product without having to scroll down the page.

Content of the product should be brief. A section is included below for customers to see more information inspired from a [similar business](#). Additional information can include the location of where the ingredients come from, how to use the product or how the product is made. Information provided should be consistent, but information depends on the product being sold. For example, tea has brewing directions, but honey does not.

## Example

We provide this visual example to assist in picturing how the page will look like with the proposed layout.



# Style Guide

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## Typography

Based on feedback from the LGG team, we wanted to use fonts that are available in Illustrator. Using only two fonts on the Land Grant Goods website keeps the site from being too complex. With this style guide the site will use Proxima-Nova for headers, navigation, descriptions and paragraphs. It is a good sans serif font that is easy to read even in small sizes. The site will use Merriweather for the headers. These two fonts complement each other well and should be the only fonts used for the site with slight variation in size for headers, subheaders and body text. For example the navigation should be at least size 19 and bold so that users can easily see it on the colorful background and navigate through the site with ease.

Titles and navigation should be kept white to contrast the dark header image that they overlay. Paragraph text may have some variation in color if it overlays a dark background. For example, in the footer paragraph text should be used in white to contrast the dark footer.

## Title Typeface

The typeface used for headers should be Proxima Nova. This is the primary typeface for the entire Land Grant Goods site. It is simple and easy to read for all users. When used for titles, the font should be bold size 36 to make it stand out from all other content on the page. Since the titles are placed on dark background, the color of the text should be solid white for higher contrast.

# Proxima Nova - 36 Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**

This font (Proxima Nova) can be downloaded for free [here](#).

## Header Typeface

The typeface used for headers should be a different font than that of the title. It is best to have a serif font for headers while all other fonts are sans-serif. The font that looks good next to Proxima Nova is Merriweather. The font should be larger than the body text but still smaller than the page titles. For the Land Grant Goods site, a bold size 24 should be used for the Merriweather font. Since all headers are on white backgrounds, a black font color should be used.

## Merriweather 24 Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz**

This font (Merriweather) can be downloaded for free [here](#).

## Paragraph Typeface

Paragraphs should use the primary typeface of Proxima Nova. Since it is the typeface that will be used the most it needs to be easy to read. That is why this simple sans-serif font is to be used. It should remain unbolded and at size 14. Paragraph text should never be placed on anything but a white background; therefore, the font should always be



black for high contrast. The only exception to this is when the paragraph text is in the footer. Since the footer is very dark, the paragraph typeface should be used in white.

Proxima Nova - 14

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz

This font (Proxima Nova) can be downloaded for free [here](#).

## Voice and Tone

Land Grant Goods has a crisp tone: clean, natural and artistic. As a small local food business, maintaining a tone that associates Land Grant Goods with nature will help the business build ethos with customers who care about food systems. A crisp voice is maintained through text that is straight to the point and avoids unnecessarily wordy sentences, which in turn helps viewers get the information they need as quickly as possible. An active voice should be used over a passive voice. Earthy images and graphics supports Land Grant Goods' natural and artistic tones. Because today's design trends value simplicity and minimalism, Land Grant Goods' crisp tone also contributes to an artsy feeling.

## Voice and Tone Examples

### Passive Vs Active Voice

By using the active voice, Land Grant Goods will have clear and concise communication. Here is an example of the active and passive voice.

**Active voice** depicts something acting:

*"Land Grant Goods sells products from local food systems."*

**Passive voice** depicts something being acted on. Passive voice is often more wordy, because to be verbs are used:

*"Products from local food systems are sold at Land Grant Goods."*

### General Tone Example

**Avoid:**

*“The fresh blend ingredients include spearmint and peppermint. The menthol in these plants help soothe the body. We invite you to try this tea today.”*

A tone that is rigid and overly formal.

**Aim For:**

*“The fresh blend is exactly what it claims to be-fresh. Comprised of spearmint and peppermint, this tea is made to help our bodies feel recharged and rejuvenated when tasting the soothing menthol that is found in these minty plants.”* <https://www.landgrantgoods.com/volume-1/>

A tone that is simple and inviting.

## Product Descriptions Tone Example

**Avoid:**

*“Bloom Herbal Tea: This is a tea that contains multiple ingredients that customers can enjoy. Lavender, chamomile, lemon balm, and rose are all included in the blend.”*

Product description has unnecessary information readers must navigate through.

**Aim For:**

*“A floral mixture of lavender, chamomile, lemon balm, and rose.”*  
<https://www.landgrantgoods.com/store/allitems/bloom-tea>

Product description is short and informative. Providing specific ingredients shows that Land Grant Goods is in touch with the local ingredients in their product.

## Web Content Tone Example

**Current Text:**

*“Not only do we intend on making sustainable, high-value products to the best of our abilities, but we aim at generating a sustainable business model with the ability to be adapted by other institutions.”* <https://www.landgrantgoods.com/mission/>

Sentence is complex and could be edited to fit a more crisp tone.

**Revision:**

*“We intend to make sustainable, high-value products and aim to generate a sustainable business model other institutions may adapt for their communities.”*

By replacing passive voice with active voice and removing unnecessary phrases, the sentence becomes more straight to the point.

## Design and Images

The design of Land Grant Goods should be consistent across our website. This helps create brand unity and communicates a consistent tone to users.

On a basic level, our designs should adhere to the CRAP principles to create visually pleasing designs:

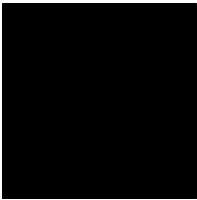
- **Contrast:** Contrast helps users read text and create visually engaging design. Contrast in font color and background color should be implemented throughout the LGG website and materials for readability.
  - *Examples: Fonts (serif and sans serif), black text against white space, black and white text to stand out against the colorful images.*
- **Repetition:** A constant design elements should be implemented to create consistency and brand recognition.
  - *Examples: Having a header image on every page on the website, using the same colors and fonts.*
- **Alignment:** Aligning content helps users process information more readily.
  - *Example: All the content is left aligned.*
- **Proximity:** Related content should be group together. This follows the logical expectations of users.
  - *Example: Header should have related content underneath. Tea should be grouped together, while care packages are in another group.*

## Logos

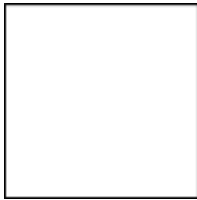


The Land Grant Goods logo should also remain a consistent color—either all black or all white. If the logo is placed on the page with a white background, the logo should be black. If the logo is placed on the page that has a darker background, the logo should be white. For simplicity of design, the green and brown logo that is seen on our social media accounts will phase out of LGG use.

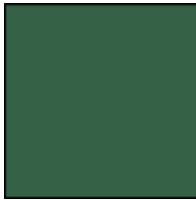
## Colors



#000000



#ffffff



#356146

These are the colors associated with the Land Grant Goods brand. When creating materials and website content, implement these colors to ensure repetition. Together, these colors can create designs that align with LGG’s crisp and natural tone.

## Images

Photos used for Land Grant Goods should be high resolution. When we display high resolution pictures of our products, we are able to create credibility with our brand awareness.

Here are examples of high resolution photos that LGG has already implemented as a guide for future photos:



# Social Media Content Strategy

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## Social Media

According to the Land Grant Goods team, social media strategy is needed to help grow the business. We have outlined guidelines and content strategy for Instagram, Facebook, and Twitter.

### Instagram

Land Grant Goods sells a high quality natural product, making Instagram the perfect platform to advertise our products and hopefully gain followers who will turn into new consumers. LGG should post to Instagram once every week or so to keep our followers engaged and remind them about our products, any upcoming promotions or news. All posts should be relevant to the season/time of year (e.g. snuggling up with a blanket and cup of tea in summer would not make sense).

We should also use high quality images that appeal to a younger target audience. All photos should advertise the product or promote the brand in some sort of way. By showing images of the product, consumers will be more likely to follow the image to our website and then buy the product. The tone used in our Instagram captions should be relaxed and center on selling the product in a natural way (as outlined in our tone section), not through forced, cheesy ads. The following are examples of what a LGG Instagram post could look and sound like:



landgrantgoods Enjoy a cup of our ZINGY Herbal Tea on your next adventure  
1 MINUTE AGO



landgrantgoods Colder weather calls for a warm cup of tea  
22 SECONDS AGO

## Facebook & Twitter

The Twitter strategy for Land Grant Goods focuses mainly on interacting with customers and potential consumers. Increased engagement means increased brand awareness, leading to more customers buying our products. By monitoring hashtags that center on tea and honey or local food products in Michigan, LGG will be able to communicate directly with potential consumers. That being said, Twitter is a much more engaging platform than Instagram, and there should be posts several times a week on the LGG account. Our goal is to have around two posts a day to create several audience impressions without overwhelming the audience and hopefully increase engagement.

Twitter and Facebook should also both share the same image heavy content as Instagram, because images are more likely to draw in the viewer.

Facebook and Twitter should be used to:

- Remind users of retail locations
- Promote LGG events
- Discuss LGG happenings
- Communicate with customers
- Relate the product/business to current events
- Talk about sustainability initiatives
- Discuss their goal/mission

The tone on Facebook and Twitter should be:

- Youthful
- Outgoing
- Relaxed
- Informational
- Environmentally conscious

The following are good examples of what an LGG Twitter or Facebook post could look and/or sound like:

### Twitter —





Facebook —



A screenshot of a Facebook post from the page "Land Grant Goods". The post is dated "January 22" and is public. The text of the post reads: "We are restocking our tea and honey in the Surplus Store!". Below the text are three interaction buttons: "Like", "Comment", and "Share". At the bottom of the post is a comment input area with a "Write a comment..." placeholder and icons for emojis, photos, GIFs, and stickers.

 **Land Grant Goods** ⋮  
January 22 · 

We are restocking our tea and honey in the Surplus Store!

 Like       Comment       Share

 Write a comment...    

# Maintenance and Sustainability

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## Maintenance

It is important for the LGG website to be monitored for errors regularly. We should monitor the website for [maintenance](#) on a consistent schedule. Maintenance checks are also important when technological advancements in society arise or when we are updating our website. LGG should monitor maintenance at least once a month. This will make sure that everything is working fine. We should also keep an eye out for software updates for both Apple and Microsoft products. This will ensure that nothing on our website was compromised through the update.

## Quality Assurance (QA) Testing

QA Testing should be conducted during website updates. Everytime an update to the site is made, a quick test should be conducted to make sure everything is still functioning correctly. Most of this testing should be done in the preview settings of Squarespace. This includes testing links, testing the site on different devices, and proofreading content. Here is a list of things to check when updating the website, and you may learn more about QA testing [here](#).

- Make sure links work and are leading the user to the correct place.
- Make sure the digital store works and runs smoothly for the customer (including the product selection, cart functionality, and payment).
- Make sure LGG's website works well on mobile and tablet devices, especially when changes are made to the website or if there are software updates due for technologies.
- Check the loading time for visuals and videos.
- Use the website on different browsers (Safari, Chrome, Firefox, and even Internet Explorer/Edge.)

## Usability Testing

Usability testing should be conducted before completely updating or changing the website. Users should be shown the updated website or website wireframes to provide feedback on what makes sense to them and what is confusing. By implementing feedback into the website update, users are more likely to have a positive experience navigating the website. Usability testing can be conducted with students from MSU and others on the LGG team who do not work specifically in marketing. For more information on usability testing, visit [here](#).

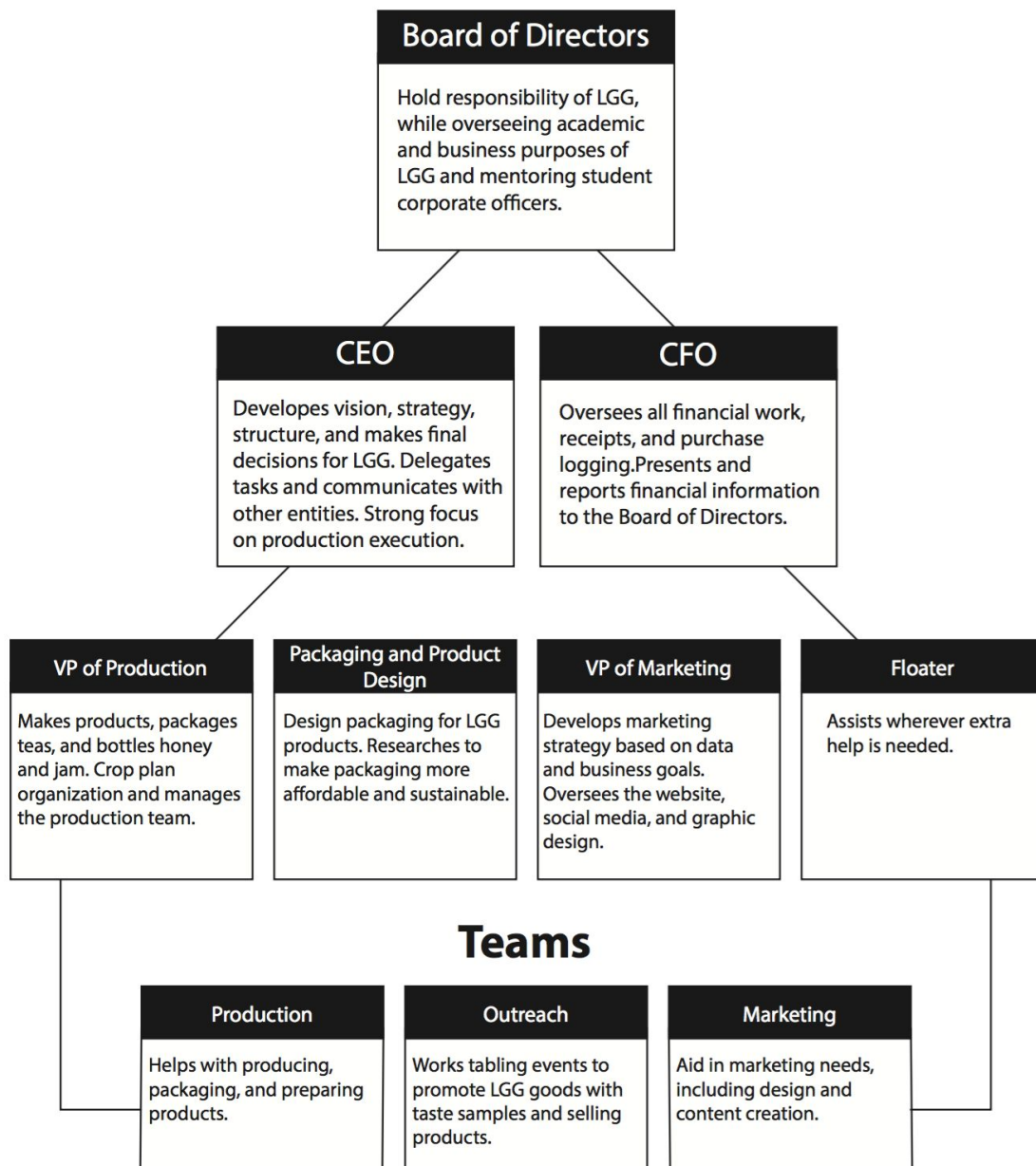
## Evaluations

An evaluation should be conducted quarterly to check on site performance and sales performance. This will help the marketing team determine what is helping the business succeed and where there should be adjustments. These should be evaluated and measured through metrics, which include:

- Site visits
- Bounce rate
- Time on site
- Page views
- Repeat visits
- Referrals
- Conversion rate
- Revenue

# Governance

## Hierarchy



# **Workflow**

The VP of Marketing may assign specific tasks to different members of the Marketing Team.

## **Creating A Social Media Post**

1. The marketing team will write and schedule tweets each day/week as designated by the VP of Marketing.
2. The marketing team should check to make sure that all posts follow the company's voice, strategies and policies.
3. If questions arise, all social media questions should be directed to the VP of Marketing.
4. If importance is high enough, the CEO should be consulted.
5. The CEO also has the power to filter posts and contribute to the social media calendar, as the VP of Marketing ultimately reports to the CEO.

## **Updating the Website**

1. When updating the website or posting something new, the marketing team for LGG will write up all content.
2. The marketing team will then send content to the Web Manager/VP of Marketing for editing and review before posting.
3. The marketing team will then post to the site unless the site change is complicated enough to require the assistance of the VP of Marketing.
4. The site should be checked weekly by both interns and the Web Manager for any bugs, errors or user experience issues.

## **Communicating with Sponsors/Business Partners/Media**

1. All press releases should be written by the marketing team.
2. Before being sent, press releases should be reviewed by the VP of Marketing.
3. Emails to sponsors and business partners should be handled by the VP of Marketing or CEO personally.
4. All new business inquiries should be directed to the CEO as well.

# Troubleshooting

Anytime something goes wrong, whether it be something on the website malfunctioning, an angry customer email or backlash on social media, issues should be reported to the corresponding manager (e.g. Web Manager, Social Media Manager, PR Manager, etc.).

Managers are responsible for analyzing the situation and notifying the VP of Marketing/CEO of the problem. Then the CEO will either pitch in with creative solutions or allow the VP of Marketing to make the final decision and solve the issue at hand. Interns will then be responsible for monitoring the situation and following up with their manager.

In the specific event that there is backlash about our product on either social media or product/service review sites like Yelp, all social media should go silent until a solution has been reached to solve the problem. The first step to settling unhappy consumers is to first apologize and admit fault, and then follow up. An example of this could be:

“I’m sorry to hear that you had a bad experience with Land Grant Goods. Enjoy a free sample of our tea and honey on us!”

If only one consumer has had a bad experience, offering something like free samples can often mend our broken image. These sorts of offerings should be made privately, however, through social media direct messaging or through email.

# SEO & Metadata

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SEO stands for search engine optimization. Metadata are words and data that provide information about the website or online presence. SEO and Metadata are important to pay attention to along with our website. It is important to make sure our online information as accessible as possible to our audience. Having a strong sense of SEO and metadata tactics will ensure that accessibility.

## SEO

According to [Moz.com](https://moz.com), SEO is “the practice of increasing the quantity and quality of traffic to your website through organic search engine results.” Organic search is simply typing the keywords of what you’re looking for into a search bar.

## Google Positioning (Ranking)

This is what happens when someone searches information. Take “jam in east lansing” for an example. Google will pick and choose among the millions of content and links out on the web that relate to “jam in east lansing,” and provide you with the most reasonable sources according to the keywords that you put into the search bar. Google will then rank the sources from the most relevant to the least relevant according to the keywords that were typed into the search bar.

We could pay for people to see our website first if they search anything that matches your keywords by purchasing an ad. Or, we can practice these SEO tactics to help Google find us better.

## Keywords

Keywords are the words that people type into the search bar to get search results. It is important to make sure the content on our website, domain and metadata reach the keywords that people are searching for. Here are examples of keywords that we should remember to include on our website content:

- Land Grant Goods
- MSU
- Michigan State University
- Student
- Business
- Entrepreneurship
- Tea
- Honey
- Jam
- Nature
- Sustainable
- Bees
- Environment
- Community
- Local
- Bailey Greenhouse

## **Links**

Including links throughout the content on our website can be beneficial when it comes to our “ranking.” When our website includes links to other credible companies or blog posts that have similar content, it makes Google consider our website to be more credible than the sources that do not reasonable links. It can help raise our “ranking” when people search for us.

## **Metadata**

Metadata provides information about our online presence. An example of metadata is the description underneath the link to our website after people search for LGG. This description is a chance to provide a short description about our company and our products, and it should be 50-300 characters long.



## What we have now:

### Land Grant Goods

<https://www.landgrantgoods.com/> ▼

Check out @pixelsofthepast created by @msuRISE freshmen Michael Chung #studentrunbusiness #experientiallearning <https://t.co/esOgTdQ63s> · 2 months ago · Land Grant Goods. RT @KelloggCenter: @landgrantgoods was founded and is run by @michiganstateu students. We are proud to support this awesome ...

#### Items

This holiday season, we wish to share with you an assortment of ...

#### The Story

About. Land Grant Goods (LGG) is a value-added agriculture ...

#### Product Locations

FIND OUR PRODUCTS AT ANY OF THESE LOCATIONS. Sparty ...

[More results from landgrantgoods.com »](#)

#### MSU Order Form

This form can only be used if you are purchasing using an MSU ...

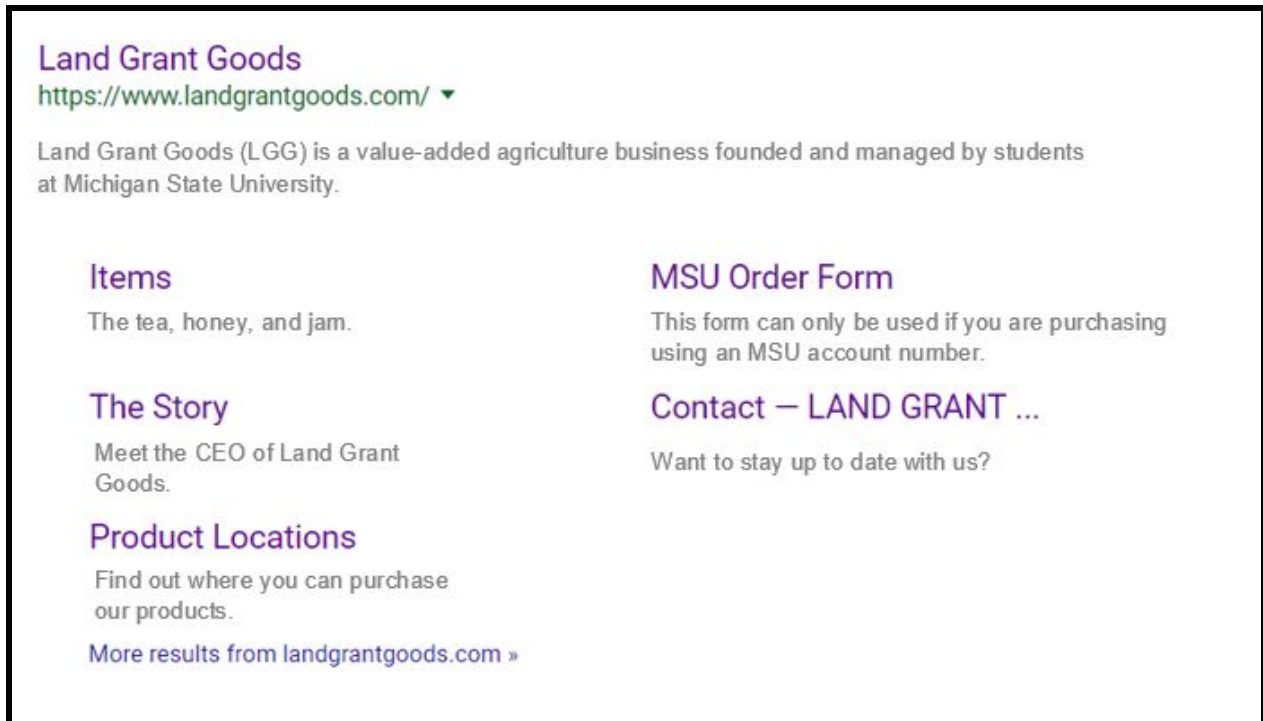
#### Contact – LAND GRANT ...

-Twitter @landgrantgoods. -Instagram @landgrantgoods ...

#### About

The Land Grant Goods Newsletter was created to connect and ...

**What we should have:**



The screenshot shows a website snippet for Land Grant Goods. At the top, the title "Land Grant Goods" is in purple, followed by the URL "https://www.landgrantgoods.com/" with a small downward arrow. Below this is a descriptive paragraph: "Land Grant Goods (LGG) is a value-added agriculture business founded and managed by students at Michigan State University." The main content is organized into two columns. The left column contains three items: "Items" with the text "The tea, honey, and jam.", "The Story" with "Meet the CEO of Land Grant Goods.", and "Product Locations" with "Find out where you can purchase our products." At the bottom of the left column is a link "More results from landgrantgoods.com »". The right column contains "MSU Order Form" with the text "This form can only be used if you are purchasing using an MSU account number." and "Contact – LAND GRANT ..." with "Want to stay up to date with us?".

LGG can benefit from improving our metadata description because it gives website users a brief statement of what we are. You can change the text by changing the website code or through your website’s CMS meta description section. Here is an [online guide](#) on how to add meta descriptions through Squarespace.

# Copyright

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When developing and making changes to the Land Grant Goods website or social media, we need to consider any copyright restrictions. If pictures are added to any platform, it is important to get consent from each person photographed and ensure they agree to having the photo uploaded. If a partnership is made between Land Grant Goods and a reseller, the seller should be informed of all information that is being posted to the site related to their business.

In regards to protecting things through copyright, the company website and some recipes/methods may be protected. While it is not possible to copyright a list of ingredients, you can protect a recipe when it is in the form of a formula along with methods and or instructions. If there is a secret ingredient that is not meant for the public to know, it should not be included in the copyright registration, since copyright applications are public records.

- More information on copyrighting recipes here: <https://www.copyright.gov/fls/fl122.pdf>