

Innovations In Marketing

An Interview with the Co-Founder of HerdSurfers Alpaca Breeder Websites.

Your Website is unquestionably a powerful marketing tool, often not used to its full potential, in the sale of your animals and promotion of your breeding operation.” This is the first thing HerdSurfers’ co-founder Tyler Allair says when breeders ask why they need to get online.

Allair is a 35 year old Marketing major with a strong passion for his product and the business of online marketing. Educated in Advertising Communications, with a specialty in Graphic User Interface Design, Allair spent five years with the industry’s leading Camelid publication prior to departing to Launch HerdSurfers. His enthusiasm is obvious as we discuss the recent release of the company’s much talked about Version 9.1.

“Having a website is one thing, but having a website you can change whenever you need to make a change is the key to successful and cost efficient online marketing.” It is Allair’s firm belief that today’s alpaca buyer, much like most buyers today, are

“When they first contact us many of our clients already have a website that was put together by a friend, family member or graphic designer. Although these resources may know more about the internet than the breeder themselves, quite often the resulting website is not all it’s cracked up to be...”

looking for instant and easy access to detailed, accurate and current information. “Outdated, inaccurate, inconsistent, or poorly presented information ensures your potential buyers will leave your site quickly, and will most likely not be back for a second look.”

“It has been our mandate from the beginning to develop the world’s best alpaca breeder specific website - with no exceptions.

We understand that breeders by nature are very busy people and in order to make a website fully functional it must be easy to use



HerdSurfers co-founder Tyler Allair speaks with CQ about the release of HerdSurfers Version 9.1. Allair feels the latest version takes ease of use to a new level in streamlining the viewer and breeder experience.

and quick to administer.”

The late part of 2009 and the first half of 2010 were dedicated exclusively to the development of a brand new way of handling photo uploads. In previous HerdSurfers’ versions, breeders needed to first size their images in a program such as photoshop prior to posting them to the site. Now with version 9.1 there is a photo cropping and sizing module built right into the breeder’s on-line control panel. Photos are now sized,

positioned and posted to the breeder’s website using a few very simple steps within the website control panel. “The functionality of this custom built component is similar to

photo administration found in Facebook or Linked-In but has a number of features that really help put us ahead of the game when it comes to ease of use.

At HerdSurfers we take useability very seriously. Useability for us has two components: 1. Useability for the breeder who maintains the site. 2. Useability for the viewers who are navigating the websites looking for the right animal.”

From the viewer’s or buyer’s perspective the HerdSurfers’ animal listing interface has been designed with ease of navigation in mind. “Our quick-scan layout format enables viewers to quickly scan through an animal category while large photos, pedigree information and vitals are consistently display in the same areas. It is this consistency of information placement and format that is crucial in ensuring viewer comprehension, particularly concerning image and pedigree information.”

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Viewing 2 of 7 Breeding Records

Spell Jamaica
 Female - Huskeys
 Birthdate : Aug 26, 2009 Color: True Black ARB: 3852782 CLRC: 3834
 Purpose: Breeding

PEDIGREE
 Click on the Sex or Date Birth to view photos if they are available.

Sire	♂ Fat Visions	Dam	♀ Luff the Jordan
SD:	Windy's Victory	DD:	Walters's Sultanas Hat
SD:	Fat Visions's Secret	DD:	Dora Bar
SD:	Pycnonot Vektor (2484)	DD:	Johnston's Pycnonot Alpaca #5
SD:	Pycnonot Sans R0676	DD:	Johnston Pycnonot One
SD:	Celestine Vektor Bree	DD:	Alison's Sultanas
SD:	Dorella Bree	DD:	Tara Road Bar

Jamaica is a compact stock, with a look at the attitude. She has awesome femininity and a bright face with a well developed crino style. She has a great sit and confirmation. Jamaica is as easygoing as her mother and will willingly lie down at a job. She settled on the first try and will deliver a August 2010 one and by our breeder. Jamaica has won the Reserve Color Championship at the Canadian National Alpaca Purification April, 2010. We are so proud of her and are grateful to see our breeding program paying its self.

CLRC Reg Papers - ARB Reg Papers - Micros Ppt

Completely maintained, edited and administered by the Owner/Breeder, the HerdSurfers animal detail record format (sample at left) features HerdSurfers own four generation pedigree chart with full image capability for each animal generation. HerdSurfers 9.1 features 25% larger animal and pedigree photos. In an effort to save breeders even more time version 9.1 enhances the website update experience with the incorporation of an Instant Pedigree Feature. This provides breeders with the option of selecting an animal's sire and/or dam from a list of all animals in the herd which, in turn, automatically fills out the balance of the four generation lineage chart so that pedigrees for foundation stock will likely need to be entered only once.

“Another major milestone now featured in Version 9.1 is our HerdSurfers’ Instant Pedigree function. When our clients add a new cria or weanling to their website it is likely the animal’s Dam or Sire are from that same herd already listed, with their complete details, including pedigree, on the site. When a cria or weanling is entered into the system, HerdSurfers site operators can designate the sire and dam from a pull down list of animals, already included in the system, which will automatically fill out up to four generations of pedigree. This saves the breeder the time of re-typing the pedigree details for each new offspring from their foundation stock, as each new animal hits the ground.”

Along with structural changes that make HerdSurfer sites very search engine friendly, HerdSurfers’ Version 9.1 boasts captionable images that are 25% larger than previous versions. “It is the lead photo that makes that important first impression with a potential buyer. It is our firm belief that if you provide potential buyers with the information they’re looking for, when they’re looking for it, you’re half way there.”

When asked who their typical client is Allair tells us that although all breeder situations are unique, most clients moving over to a HerdSurfers’ version 9.1 website already have a website but they’re looking for a better solution. “When they first contact us, many of our clients have a website that was put together by a friend, family member or graphic designer. He says that although these creators may know more about the internet than the breeder themselves, quite often the resulting website is not all it’s cracked up to be; changes may take a long time to be implemented and there may be costs associated with each change.” This is a frustrating and costly position for any breeder. Allair tells us that HerdSurfers 9.1 gives breeders all the tools they need to easily and quickly maintain their website.

We asked Tyler how the HerdSurfers website compares to group marketing service sites like Alpacanation or AlpacaSeller. He believes that while group marketing sites can help direct people to your website, if you are looking to promote your alpacas online, the best place to do it is on your own specific

website that is dedicated to promoting your alpacas and your alpacas only. “Selling your alpacas where 10,000 other breeders are selling their alpacas decreases the likelihood of potential buyers targeting one of your animals.” Allair tells us that many of his clients do employ group marketing sites but they use them to drive hits to their own website with no link back. “This helps get viewers onto their site, looking at their animals and then keeping them there to go through the whole herd.”

Plans for HerdSurfers’ version 9.2 include animal video display capability and pedigree share networking which will allow for pedigree look-up amongst other HerdSurfers site operators. Currently in development is a print cataloguing feature that will allow operators to choose animals for their total on-line herd and create a PDF catalogue for email export or printing. This groundbreaking new feature is intended to provide breeders with a means of generating an emailable/printable sales list for use when attending shows or hosting farm events.

Allair believes that this function also has practical application for creating custom multi-animal package PDF documents for emailing to prospective clients interested in package deals.

Tyler is happy to tell us there is much more to come but admits that he can’t let the cat out of the bag on everything that is to be unveiled in the next year.

Tyler invites breeders to visit the newly updated HerdSurfers’ website at: **www.HerdSurfers.com** to view sample videos that outline the operation of version 9.1 and its features. He welcomes breeders who are in the market for a website to call or email to arrange a live one-on-one demonstration. “We’ve worked hard with many breeders on this new website structure and we’re very proud of it. We know that this is a great system and we look forward to showing even more breeders the advantages and benefits of coming on board with HerdSurfers.”



With Your Herd Constantly Changing it Only Makes Sense to Have a Website That You Can Change as Your Herd Does.



A HerdSurfers Website will put You in 100% Control of Your Website and Online Herd.

Through your password protected Control Panel the contents of your HerdSurfer Website are managed entirely by You. You can add new animals, place them in an appropriate category, add photos, include vital information such as D.O.B's, reg. numbers, histogram information, add an unlimited description, include extended pedigree information of up to 4 viewable generations, put multi-animal sales packages together and MUCH MORE!

If You Can Fill-Out An Online Form, You Can Maintain Your Own Website.

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