

## WEB

**In the Landsbyggare concept** the web is a focal point. Here is all the material, here we have the contact persons and ways of contact for those who want to learn more and here is inspiration for those who long to move to the rural districts find enough to dare take the step.

**In order to benefit from** each other's material and content we have a Landsbyggare web site which is open to everyone wanting to use the Landsbyggare concept. Here you can post texts, photos, films and other information you choose to include.

**CONTENT** The web content is focused on inspiration and attracting potential Landsbyggare to make a move. The main part is divided into three sections:

- **Inspiration from others** – including films with existing Landsbyggare serving both as inspiration and adding concrete tips.
- **How to get started** – information such as whom to contact, what we can do for you, and the opportunities here. Can be in the form of films, contact forms, texts, and photos.
- **The countryside of the future** – here are articles and other texts written by Landsbyggare that lift their arguments and describe why the rural districts and Landsbyggare are so important.

**The call to action is important;** meaning obvious opportunities for the visitors to act wherever they are on the web site. The visitor should feel inspired to act.

## VIMEO

**Since films form an important part of the web** site and the campaign the films need to be physically placed somewhere. We have chosen the Vimeo platform and suggest you do the same. We then know how easy it is to link from Vimeo directly to the web and that the layout will be fine.



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## YOUR OWN WEB SITE

**Landsbyggare.se was built in wordpress.** The first page is general defining the characteristics of a Landsbyggare. From here, each region/area may create a sub page. It should then be named landsbyggare.se/xxxxxx. The definition of xxxx is your decision. At present there is landsbyggare.se/hogakusten

## METHOD

**Contact Leader Höga kusten** to receive the log in details to the wordpress application. Depending on your knowledge of wordpress there are a few options: if you have the skills to add a subpage like the Höga Kusten one, do it yourselves. In other cases, contact your usual web consultants or contact Höga Kusten for contact details for those who built the original site and they can help you connect your region to the site.