

Sweet Bee Website Content

Website Design and Features –

About the Site:

- Deluxe 5-Page Website with SSL-Secure Online Store (Shopify)
- High-end imagery to appeal to a discerning consumer
- Detailed verbiage with strong SEO and easy readability
- Design principles: simple, chic, luxe, earthy

Domain Details:

Domain Name: thesweetbeecompany.com

Domain Host: HostGator

Username: keith.seifert.jr@gmail.com

Password: KAMCOMmedia123!!

Pages:

1. Home: Local, Raw American Honey from Florida
2. The Hive: About Us, Meet the Beekeepers
3. Buy Honey
4. The Buzz: News, Recipes & More
5. Contact Us

Tagline: "Blessed to Bee-keep" "Straight from our beloved hives to your lovely home"

Home –

Design Instructions:

- Interactive, "above the fold" live photos/video (3 total) with logo overlay
- Header includes logo, Home, The Hive, Buy Honey, The Buzz, Contact

Headline: {GOES HERE}

Description:

100% raw, unfiltered Florida honey straight from the beehives on his six-acre property, Sweet Bee Honey Farm, 26356 County Road 46A in Sorrento.

Agricultural Company specializing in the Production of 100% Raw American Honey, and the Pollination of America's food crops.

Our Honey comes straight from our beehives to your table. No filtering, heating, or any funny stuff. Just All Natural, 100% Pure Florida Honey

Natural Wild Honey- flavors include Orange Blossom, Gallberry, Summer Wildflower, Winter Wildflower, and many more. Bee Pollen, Royal Jelly, and Bee venom. Bee removals are done by Keith.

Seifert, owner of Sweet Bee Honey Farm, has about 1,200 beehives that he moves around to pollinate different plants.

Importance of bees: "Don't Judge a Bee by Its Stinger"

[Pull-quote: Albert Einstein quote on the bees' importance: "If the bee disappeared off the face of the Earth, man would have only four years left to live."]

- Hyper-efficient insects do play a vital role in agriculture. Almonds, for example, are almost entirely dependent on honeybee pollination.

- "Over one-third of our entire diet is dependent on pollination from the honeybee. So, for every three bites of food you eat, you can thank the honeybee for one of those three bites," Keith says.

- They are very misunderstood among the public. We have lost a great amount of our natural forage land due to urbanization and suburban sprawl, and when people and honeybees mix, it's going to have less than desirable results. I receive complaints about my bees going to neighbors' swimming pools to gather fresh water to swarms of bees moving into people's property. You name it, I've dealt with it. But it takes patience and mutual understanding on both sides to overcome the obstacles.

- The state's bees pollinate a variety of crops, from Florida blueberries to California almonds.

- play a key role in pollinating crops across the country. For instance, more than 250,000 colonies are shipped each year from Florida to almond growers in California, Stanford said.

- "Without beekeepers and the pollination services their hives provide to growers in the U.S., we would lose a significant yield from many crops, including blueberries, watermelons, zucchinis, and almonds, to name a few, which would cause food prices to rise as the supply would diminish,

The health benefits of honey: "Real Local Honey, Really Good for You"

Raw honey is loaded with antioxidants to protect your body from cell damage due to free radicals. Honey has been long known as a folk remedy to help heal burns and wounds due to its antibacterial and antifungal properties. Honey is also very well known to soothe a sore throat. Try taking a spoonful of honey and add it to hot tea if you feel like you have a cold. Honey can also help as a cough suppressant.

{Insert band with social media posts.}

Website Footer Info:

(352) 406-0949 | 26356 County Road 46A, Sorrento, FL 32757

Link to Social Sites:

- Facebook: https://www.facebook.com/sweetbeehoney/?ref=page_internal
- Instagram: <https://www.instagram.com/thesweetbeecompany/>

Sign-up for Our Emails {Link to Lead Generator}

The Hive –

Design Instructions:

- Interactive gallery with Photos and Names (4 total)
- Click Photo/Name for Detailed Bio
- List in this order:

Meet the Beekeepers: {Interactive Photo, Name + Bio}

Keith Seifert Jr.

Owner/Beekeeper

-20 to 30 stings, and no, you never get used to it. It hurts every time!

-"I love my job for so many reasons, but the freedom of my line of work comes with many disadvantages: many late, sleepless nights worrying about my hives; wondering how our crop will be; if we can get a fair price for our honey; and wondering how many times I will be stung today," he says.

-"But in all that, nothing brings me more happiness than to wake up every day and put in an honest day's work," Keith adds. "I feel very blessed to be in this line of work as it is a dying breed of people who are willing to do it."

-Keith was a 15-year-old student at Umatilla High School when he got his first job working for a beekeeper with 2,000 colonies. He marveled at the work ethic of beekeepers.

-"But my true passion was the bees themselves," he says. "They always fascinated me, and I yearned for knowledge. They are truly amazing creatures."

-Keith is an apprentice-craftsman beekeeper, enrolled in a five-year program accredited by the University of Florida, and he finds the master beekeeper course to be a lot of work and fun. He studies with Dr. Jamie Ellis, a UF entomology professor.

-"He and his department have done great things to move beekeeping into the 21st century," Keith says. "I sure have learned more about the biology of the honeybee and its intricate behavior."

-Sweet Bee Honey Farm began when Keith received his first hive at age 16. The company has grown rapidly in the past five years.

-"We have spent years and countless dollars perfecting our craft, and I have been mentored by beekeepers with combined experience of 100 years in beekeeping," he says.

Piper Kardoes

Beekeeper

Josh Easterling

Beekeeper

Kalee Taylor

Director of Marketing

Buy Honey –

- [Pull-out box: Our favorite snack time treat – Fresh Florida oranges peeled and drizzled with Sweet Bee Honey Farm's Orange Blossom honey.]
- Keith's farm provides different varieties of honey, including Orange Blossom, Tupelo and Wildflower. He says that 100 percent raw honey has health benefits.
- "A lot of our customers look to us for allergy relief," Keith says. "Our Wildflower honey is very popular as it is loaded with many different plant pollens which the bees gather and bring back to the hive. American honey is produced by local beekeepers, and when you purchase from local farms, you are helping local businesses."

The Buzz –

Design Notes:

- Blog to include news clips, recipes, timely information

Topics:

- What to do when you're stung?
- What keeps us up at night? "We have a real life nightmare situation going on that we've been dealing with for the past 20 years or 30 years," Seifert said. See <https://www.orlandosentinel.com/business/os-bz-murder-hornets-orlando-bees-20200526-yhjwohjjcbeoxc6nwdlpb2tzia-story.html>.
- Recipes: bottom of <https://www.lakeandsumterstyle.com/in-the-kitchen-busy-bee/>

<https://www.lakeandsumterstyle.com/in-the-kitchen-busy-bee/>

Keith, our head beekeeper, saves hundreds of thousands of bees after a car accident along State Road 46 and County Road 46A –

<https://www.wftv.com/news/local/hundreds-of-thousands-of-bees-spill-onto-lake-county-road/434182835/>

<https://www.orlandosentinel.com/business/os-bz-murder-hornets-orlando-bees-20200526-yhjwohjjcbeoxc6nwdlpb2tzia-story.html>

Contact Us –

26356 County Road 46A
Sorrento, FL 32757

(352) 406-0949

Monday	9am - 6pm
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Tuesday	9am - 6pm
Wednesday	9am - 6pm
Thursday	9am - 6pm
Friday	9am - 6pm
Saturday	9am - 4pm

Notes:

DropBox Info –

User: kalee@thesweetbeecompany.com

Pass: SweetBee123!