



Search Engine Optimization (SEO) for Farm Websites

Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that works to ensure that all food-producing animals are raised in a humane and healthy manner.



Larissa McKenna & Samantha Gasson

FACT's Humane Farming Program Team

Email Larissa: lmckenna@foodanimalconcerns.org

Email Sam: sgasson@foodanimalconcerns.org

Website: foodanimalconcernstrust.org/

FACT's services to support livestock and poultry farmers include:

- **Conference scholarships** (ongoing)
- **Customized handouts** (ongoing)
- **Free webinars + short courses** (ongoing)
- **Humane Farming Mentorship Program** (applications available in October)
- **Fund-a-Farmer Grants** (applications available in November)



Our Presenter

Jo Cook

Sun & Soil Website Design



SEO for Farmers

How to use your website like the marketing tool it is.



I'm Jo Cook

- Own a digital marketing agency: Sun & Soil Website Design
- Am a FACT mentee farming on 23 acres in southeast Michigan
- Combine my love for farming and website development by helping other farmers build and optimize their websites






What is SEO?

SEO stands for “search engine optimization”.

It is a set of ASSUMED, ever-changing **best practices** for getting your website to rank highly on Google for *specific search terms*.



The Purpose of SEO

The goal of SEO is to implement tactics that allow for a website to rank on the first page of Google.

Google's first page results get most of the traffic.

Show up on Google's first page = more people see your website = more people know your business = more people buy from you over your competitors.



Heather Griffiths

16h · 🌐



The value of a good SEO.

An out of state florist called me a few weeks ago to do a destination wedding and was looking for local flowers. She found me because she googled "flowers farms near *my area*"

This order is now my largest order ever and I am so so excited that I was able to fill it. 27 buckets of flowers and greenery. Over 3,000 stems.

I'm proud of myself. Yes I'm bragging.

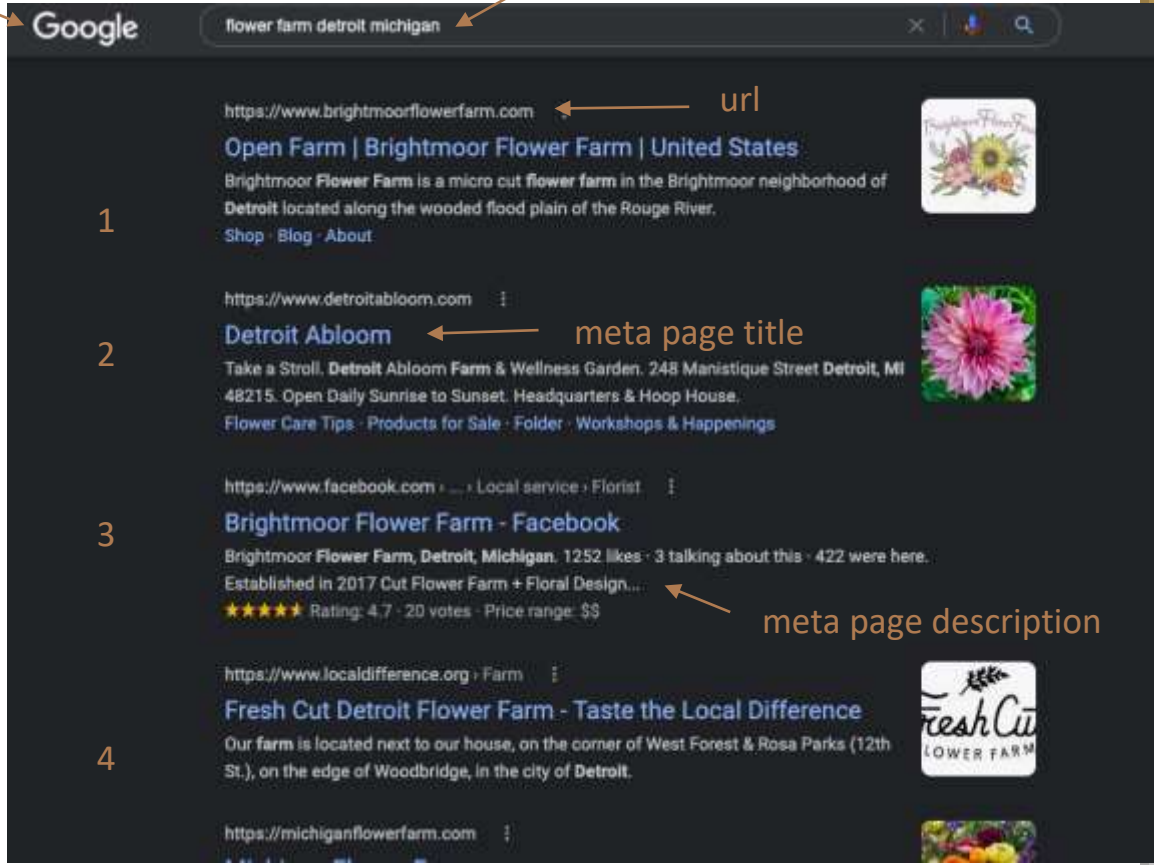


The anatomy of a search engine results page (SERP).

Google uses keywords to find web pages related to that topic and then organizes the pages in what it believes to be most relevant to least relevant to the search topic.

search engine

keywords



- ☆ ▶ **Chamburn Farm 2** Inbox New Message From Website - Johanna Brigadier johanna.brigadier@gmail.com Waitlist for puppi... Jun 9
- ☆ ▶ **Chamburn Farm** Inbox New Message From Website - Karen Owen shafferkaren@rocketmail.com Male puppy Hello I am i... Jun 7
- ☆ ▶ **Chamburn Farm 2** Inbox New Message From Website - Nairyna Constantino nairyna@gmail.com Great Pyrenees Puppies ... Jun 5
- ☆ ▶ **Chamburn Farm 2** Inbox New Message From Website - Kelly Brown talonyarrow@gmail.com Great Pyrenees puppy Hello! I... Jun 3
- ☆ ▶ **Chamburn Farm 3** Inbox New Message From Website - Erik Harris erikunlimited@gmail.com Puppie I'm interested in a pup... Jun 3

ChamBurn Farm LLC

11:49 AM (3 hours ago) ☆ ↩ ⋮

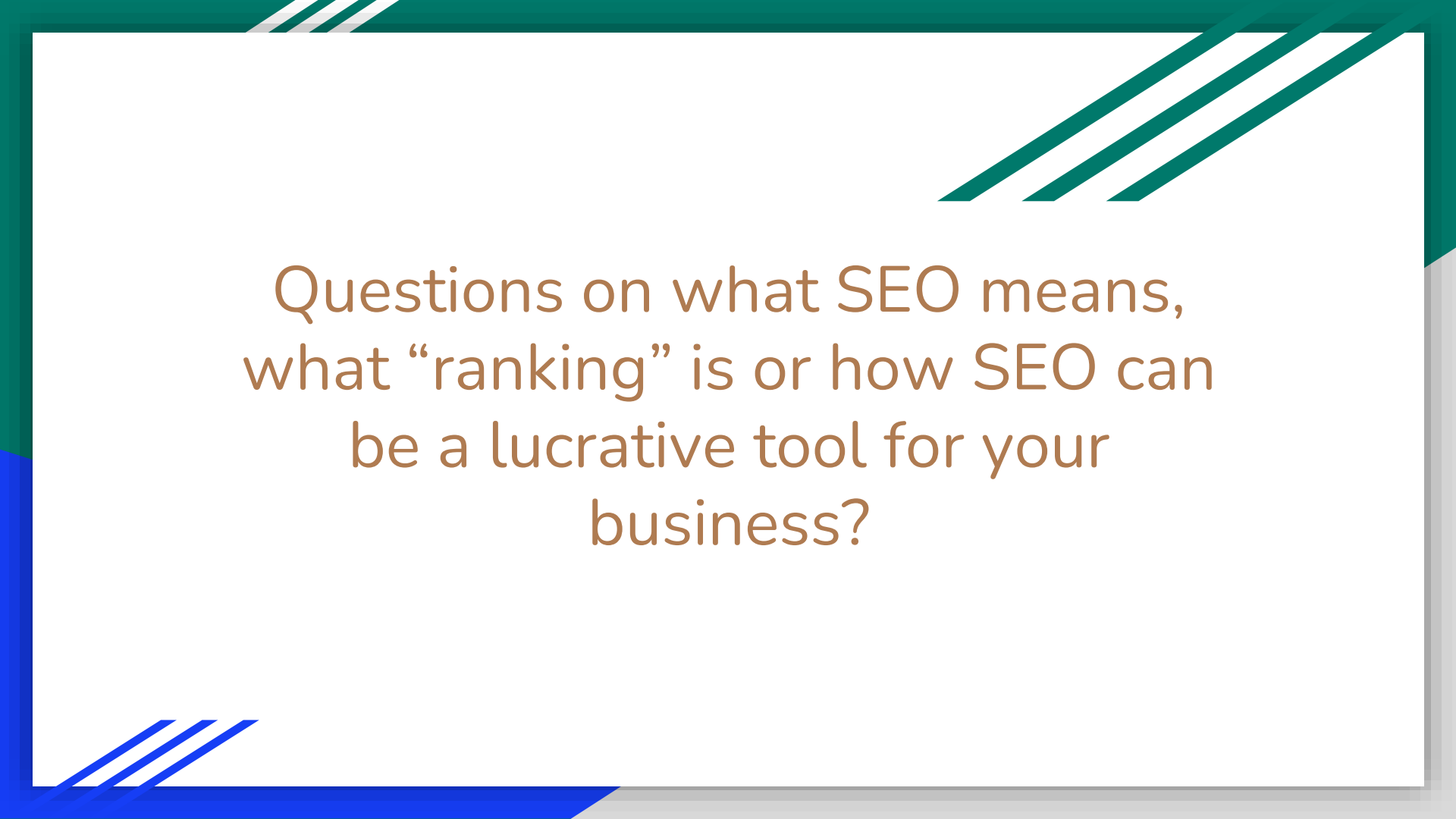
to me ▾

Hi Jo,
 I see you're leading an SEO webinar on Thursday for FACT. I look forward to it! I'll be sure to give you a shout out in the comments.

The SEO is still working really well for puppy inquiries. All of our puppies were sold by two weeks of age. I get 1-3 engagements per week. At this point we can't produce enough puppies to meet the demand.

- ☆ ▶ **Chamburn Farm** Inbox New Message From Website - Erin Bradley e.bradley88@yahoo.com Puppies Hello- I'm intereste... May 18
- ☆ ▶ **Chamburn Farm** Inbox New Message From Website - Ludi Moore ludielizabethmoore@gmail.com Puppy Hello, my family... May 13

What does SEO do for your farm?



Questions on what SEO means,
what “ranking” is or how SEO can
be a lucrative tool for your
business?

SEO consists of...

- **Keywords/search terms (search intent/audience)**
- Mobile responsiveness
- Page speed
- Backlinks & internal links
- **Content length / amount of time spent on a page**
- **Meta data**
- **Proper page architecture / H1's, H2's**
- Google indexing & Google My Business

Keywords

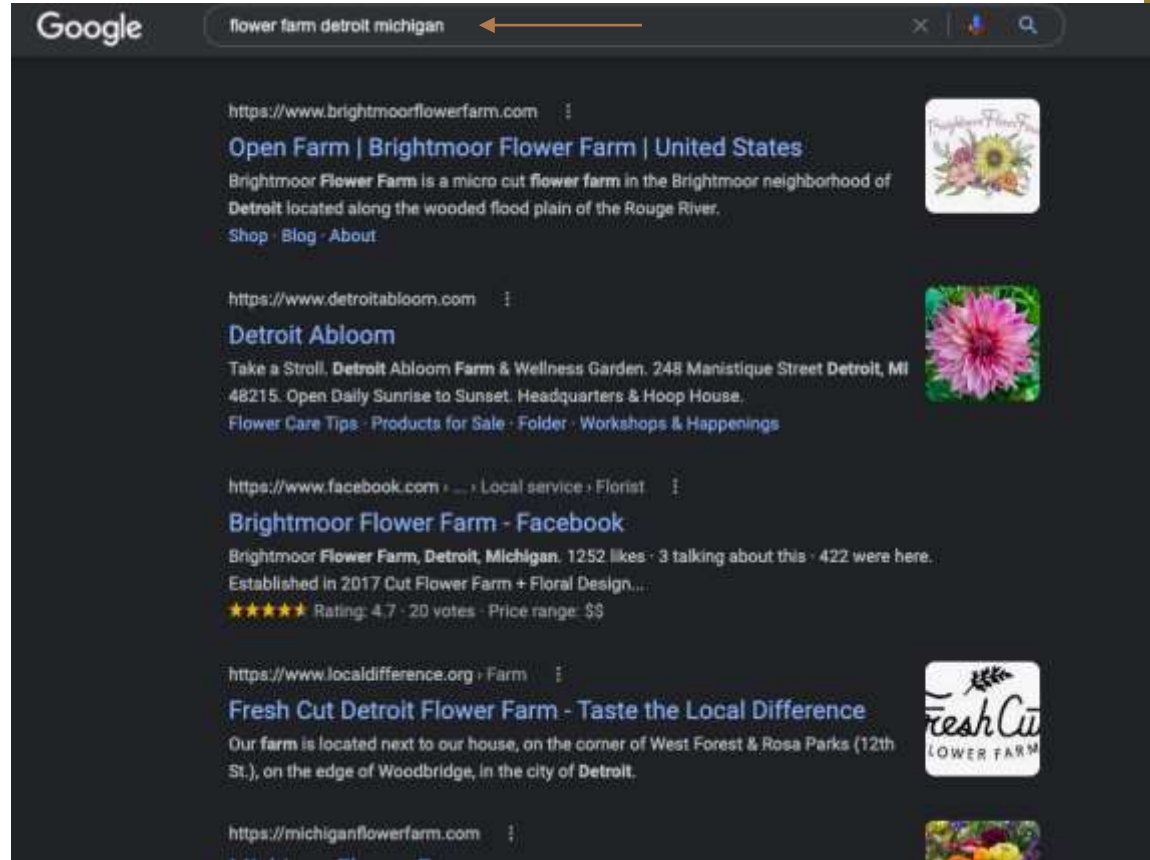
Keywords are the short words, questions and/or phrases a user types into the Google search bar.

“Organic goat milk for sale near me” = keywords

“Sunflower field Detroit, Michigan” = keywords

“When to plant tulips in zone 5b” = keywords

“Dog” = keyword



The image shows a Google search interface with the query "flower farm detroit michigan" in the search bar. The search results are displayed in a dark theme. The first result is for "Brightmoor Flower Farm" with a URL "https://www.brightmoorflowerfarm.com" and a thumbnail image of various flowers. The second result is for "Detroit Abloom" with a URL "https://www.detroitabloom.com" and a thumbnail image of a pink dahlia. The third result is for "Brightmoor Flower Farm - Facebook" with a URL "https://www.facebook.com" and a rating of 4.7 stars. The fourth result is for "Fresh Cut Detroit Flower Farm - Taste the Local Difference" with a URL "https://www.localdifference.org" and a thumbnail image of a bouquet of flowers. The fifth result is for "Michigan Flower Farm" with a URL "https://michiganflowerfarm.com" and a thumbnail image of a bouquet of flowers.

Keywords are the terms
YOUR AUDIENCE is using
to find your farm.



Keyword Examples

If you run a flower farm:

Flower farm / flower farmer

Florist

Floral designer

Wedding flowers

Event flowers

U-pick flowers

Where to buy flowers

Bouquets for sale

+ [city]

If you run a farm that offers an event space:

Wedding venue

Barnyard wedding venue

Outdoor wedding venue

Farm wedding venue

Event venue

Special occasion event space

Rustic wedding venue

+ [city]



Each web page needs its own individual set of keywords.



Actionable Steps: Adding
keywords to your website.



Step One: Web Pages

Write out all the pages you have or want to have on your website. Your list will likely look something like this:

- Home
- About
- Offering/Service/Product 1
- Offering/Service/Product 2
- Offering/Service/Product 3
- Contact

If you don't have a website yet, what are the main things you want to market about your farm?

Our example website (ChamBurn Farm)

- Home
- About
- Offering 1 (Farm-to-table events)
- Offering 2 (Livestock guardian dogs)
- Contact

Step Two: Keywords

Determine the intent of each page and figure out what keywords go with that intent.

Home: the type of farming you do + your city/area.

“local farm” + “Portland, Oregon”

“flower farm” + “Metro Detroit”

“dairy farm” + “Chicago”

About: your farm’s name.

“ChamBurn Farm”

“Abloom Flower Farm”

“Vicary’s Orchard”

CSA Page

Audience already knows what a CSA is:

Community supported agriculture

CSA

CSA share

Summer CSA share

Winter CSA share

Audience doesn't know what a CSA is:

Farm fresh produce

Local vegetables

Organic produce box

Support local farms

+ [city]

Wedding Venue Page

Wedding venue

Barnyard wedding venue

Outdoor wedding venue

Farm wedding venue

Event venue

Special occasion event space

Rustic wedding venue

+ [city]

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The background is a solid teal color. A white diagonal line runs from the bottom right towards the center. In the top left corner, there are three parallel dark teal lines slanted downwards. In the bottom right corner, there are three parallel gold lines slanted downwards.

Which keyword to choose?!

Step Three: Content

Write web page content containing your keywords.

Content should:

- Be relevant to the search intent
 - Be relevant to your farm
 - Be at least 300-600 words total*
 - “Bite sized pieces” - not huge paragraphs
 - Be organized (use titles and subtitles)
 - Contain your keyword/s as an exact match
 - Sound natural
- Have your keyword/s in your titles and headers as much as possible without sounding robotic
 - Keywords should ALWAYS be in your web page title/H1
 - *FAQ section

Step Four: Design

Upload content to your web page and make it beautiful.

It doesn't matter if Google can get someone to your site if they are going to leave immediately because it is ugly or slow or hard to navigate.

Make your site nice to look at - using the content you wrote.



Step Five: Meta data

Add keywords to your Meta Page Title and Meta Description.

This will depend on your website platform.

search engine

keywords

The screenshot shows a Google search for "flower farm detroit michigan". The search bar contains the keywords "flower farm detroit michigan". The search engine is identified as "Google". The search results are numbered 1 through 4. Annotations point to various parts of the results:

- Annotation "search engine" points to the "Google" logo.
- Annotation "keywords" points to the search bar containing "flower farm detroit michigan".
- Annotation "url" points to the URL "https://www.brightmoorflowerfarm.com" for the first result.
- Annotation "meta page title" points to the title "Detroit Abloom" for the second result.
- Annotation "meta page description" points to the description "Brightmoor Flower Farm, Detroit, Michigan. 1252 likes · 3 talking about this · 422 were here." for the third result.

1 <https://www.brightmoorflowerfarm.com>
Open Farm | Brightmoor Flower Farm | United States
Brightmoor Flower Farm is a micro cut flower farm in the Brightmoor neighborhood of Detroit located along the wooded flood plain of the Rouge River.
Shop · Blog · About

2 <https://www.detroitabloom.com>
Detroit Abloom
Take a Stroll. Detroit Abloom Farm & Wellness Garden. 248 Manistique Street Detroit, MI 48215. Open Daily Sunrise to Sunset. Headquarters & Hoop House.
Flower Care Tips · Products for Sale · Folder · Workshops & Happenings

3 <https://www.facebook.com> · Local service · Florist
Brightmoor Flower Farm - Facebook
Brightmoor Flower Farm, Detroit, Michigan. 1252 likes · 3 talking about this · 422 were here.
Established in 2017 Cut Flower Farm + Floral Design...
★★★★★ Rating: 4.7 · 20 votes · Price range: \$\$

4 <https://www.localdifference.org> · Farm
Fresh Cut Detroit Flower Farm - Taste the Local Difference
Our farm is located next to our house, on the corner of West Forest & Rosa Parks (12th St.), on the edge of Woodbridge, in the city of Detroit.

SEO No-No's

DO NOT

- Spam your page with as many keywords as possible
- Try to rank for the **same** keywords on multiple pages
 - NO = “local farm in Portland, Oregon” & “local farm in Portland, Oregon”
 - YES = “organic farm in Portland, Oregon” & “local farm in Portland, Oregon”
- Try to “stuff” keywords by writing white text on white background just to hit your word count
- Use a wall of text.
 - YES = images, titles, paragraphs



Recap

1. Determine what keywords you want to show up for
2. Dedicate an entire web page to that single idea
3. Write keyword-rich content for your page
4. Make it beautiful!
5. Add meta data
6. Repeat for every keyword you want to show up for

Jo Cook

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www.sun-soil.com



Questions?

Please type into the Q & A tab



Connect with



Upcoming webinars

- 🐷 **October 4:** Farm Liability & Insurance Basics
- 🐷 **October 18:** Introduction to Pastured Pigs for Profit
- 🐷 **October 25:** A Deeper Dive into Kunekune Pigs
- 🐷 **December 1:** Intro to Farm Animal Welfare Certifications
- 🐷 **December 14:** How to Use Photography to Tell Your Farm's Story

Grants, Scholarships, Training, Mentorship & More!

- 🐷 **Scholarships to conferences, workshops and training events** – *ongoing*
- 🐷 **Pastured Poultry Short course** – *free and more courses in development*
- 🐷 **Humane Farming Mentorship Program** – *applications available in October*
- 🐷 **Fund-a-Farmer Grants** – *applications available in November*
- 🐷 **Customized handouts** on the nutritional benefits of food from pastured animals

Sign up for emails @ foodanimalconcernstrust.org/

Join us on social media

