

THE SEO CHECKLIST FOR FARMERS

If you've never heard of SEO, it's about time you did. In simple terms, Search Engine Optimization (SEO) is how your website gets ranked by a search engine, such as Google. Search engines look for different elements on your website that demonstrate that it is more or less trustworthy, and is a match to the terms being searched for. For example, if someone searched "regenerative farm San Diego", the search engine would crawl the internet to find the best options.

In short, SEO helps you get discovered online, which, helps get more eyes on your website, and (hopefully) more sales in the long run.

To make the process a bit easier for all, we've compiled a list of essential steps to get you started with SEO for your farm website.

1

GET ORGANIZED

Claim your Google My Business.

This is a crucial step in making sure that when people search for your business by name, that they are able to get details (location, business hours, and more) at a glance.

Set up Google Search Console.

It's free and is your best friend in all things website traffic. [Here is a great guide for getting started.](#)

2

GET KEYWORDING

Define and start using keywords on your website.

[How do keywords work?](#) When a search engine like Google crawls or scans your website, it will surface your site in someone's search results based on the best match between your site and the person's search terms.

Define which keywords you're going to use.

You can do this by thinking about a few core keywords (e.g. "food", "produce", "beef") and then start adding modifiers to create search terms (e.g. adding "local" to "food" to create "local food", or "local beef"). Keep a list of these.



Identify your competitors.

Which keywords are they ranking for? A great way to do this is by reading through their website and taking note of common phrases they use. If they mention “local beef in Maryland” a lot, try searching those terms and see if they come up!

Search for keywords.

You can search for keywords using a keyword tool, such as [Search Response](#), [Answer the Public](#), or [Screaming Frog](#).

Use your keywords!

Start by incorporating the phrases you are targeting into three main places: first, your page titles (more on that below!), body content, and meta descriptions.

3

GET DESCRIPTIVE

Add meta descriptions.

The meta description is the short blurb that shows up under a search on Google. It should be between 50–160 characters.

Ensure there is an H1 (Header 1) tag on each page.

On each website page, you want to have one clear header that is marked with a tag. Header tags can be found in the text editor of any website builder. It pinpoints what the most important text is on a page.

Add alt text to images.

This is a short written description of an image. With each image, you upload be sure to include this. There is usually a place to apply alternate text within the website builder tool that you are using.

4

GET BACKLINKS

Try to get backlinks.

Get mentioned in the news? Listed on a market website? Be sure to get them to hyperlink to your website. This helps build credibility and search engines recognize this as your site having more authority, which in turn will help your site rank higher in search results.

