

Grow Your Small Farm Online

With more than 42,000 farms in North Carolina[1],

how can you make sure your farm is found online?

Part 1: Get found online
Tara Lynne Groth
Beekeeper + Writer
Little Winters Farm | Pittsboro and Robbinsville, NC

Part 2: Grow your online presence
Stanley Kamithi
Title
Tangaza.io | Pittsboro

1. 2022 Census of Agriculture

Part 1: Get found online

Tara Lynne Groth
Beekeeper + Writer
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About me



Tara Lynne Groth

Current occupation
Content strategist + marketer
Book author
AI in hiring consultant

Background
UX (user experience)
Content marketing and SEO, GEO, AIO
Corporate sustainability
Journalist, poet, short fiction writer
Marketing and public relations

Education
Cinema & cultural studies (B.A.)

Certifications
Permaculture Designer
Journeyman Beekeeper



Our property is a **Certified Wildlife Habitat®**, a stop on the **NC Butterfly Highway**, and in the **Xerces Society Pollinator Conservation Program**. Each year we preserve or create water sources, places for wildlife to raise their young, and forage.



I started keeping bees in 2017.

STONY BROOK UNIVERSITY

Oregon State University

MIT MANAGEMENT EXECUTIVE EDUCATION

Around the farm

- **2 apiaries**
- Flock(s) of **chickens**
- Covey of **quail**
- **Fraser fir** plantings
- Worms
- Pigs (2023-2024)
- High tunnel to containers

Passionate about

- Where food comes from
- Ecological living
- Educating others

CONNECT WITH ME

www.littlewintersfarm.com

taralynnetoday.substack.com

Instagram @taralynne0 and @littlewintersfarm

LinkedIn 0taralynne

YouTube @fiveacreshoneyfarm

littlewintersfarm@gmail.com



Why your website might be lost

Would you mow a lawn once?

- Algorithms
- Crawlers
- Content
- Links
- User experience (UX)



How AI is impacting your farm website in organic search

Would you bring rotten produce to market?

- Click-throughs are gone
- Poor practices, poor performance
- Stale content is heavy



5 things you can do to improve your site's visibility in organic search

Compost what you have to grow more.

1. Chunk content
2. EEAT
3. Bury the dead
4. Remove friction
5. (Intentionally) build links



1. Chunk content

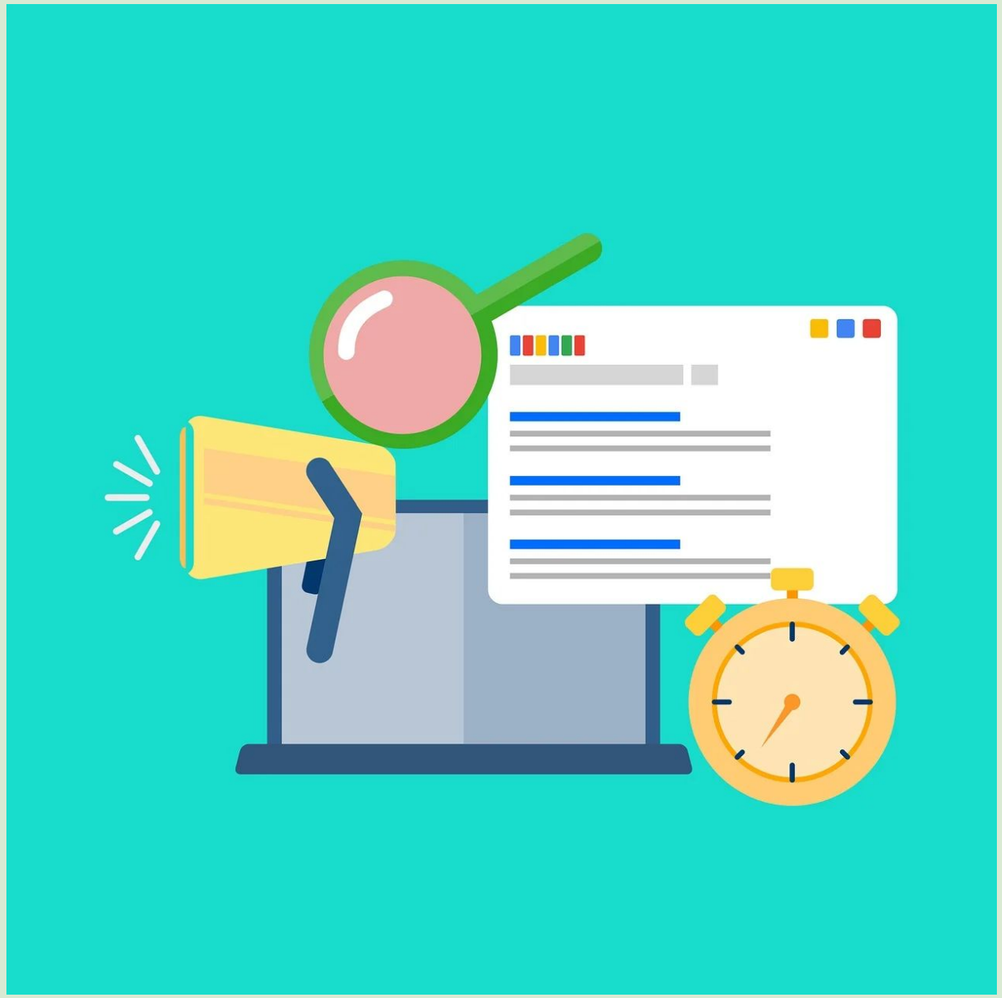
Revise your existing content so that it's **scannable** and **separated with intent** and **clear subheads**.

Why

★ LLMs have limits

★ Humans love to scan

★ Intent is paramount



2. EEAT

Experience

Expertise

Authority

Trustworthy

Add bylines, titles, and cite reputable stats whenever possible.

Why

AI is elevating trusted, credible content.



SHORT READS | JANUARY 10, 2019

Organic farming is on the rise in the U.S.

Add Us On Google

BY KRISTEN BIALIK AND KRISTI WALKER

A worker picks organically grown tomatoes at a farm in Shaftsbury, Vermont. (Robert Nickelsberg/Getty Images)

3. Bury the dead

Remove or re-purpose poor-performing pages

Why

Low-engagement pages negatively impact overall site score more today than ever before



Save seeds from your best plants and nurture the genetics that meet your objectives.

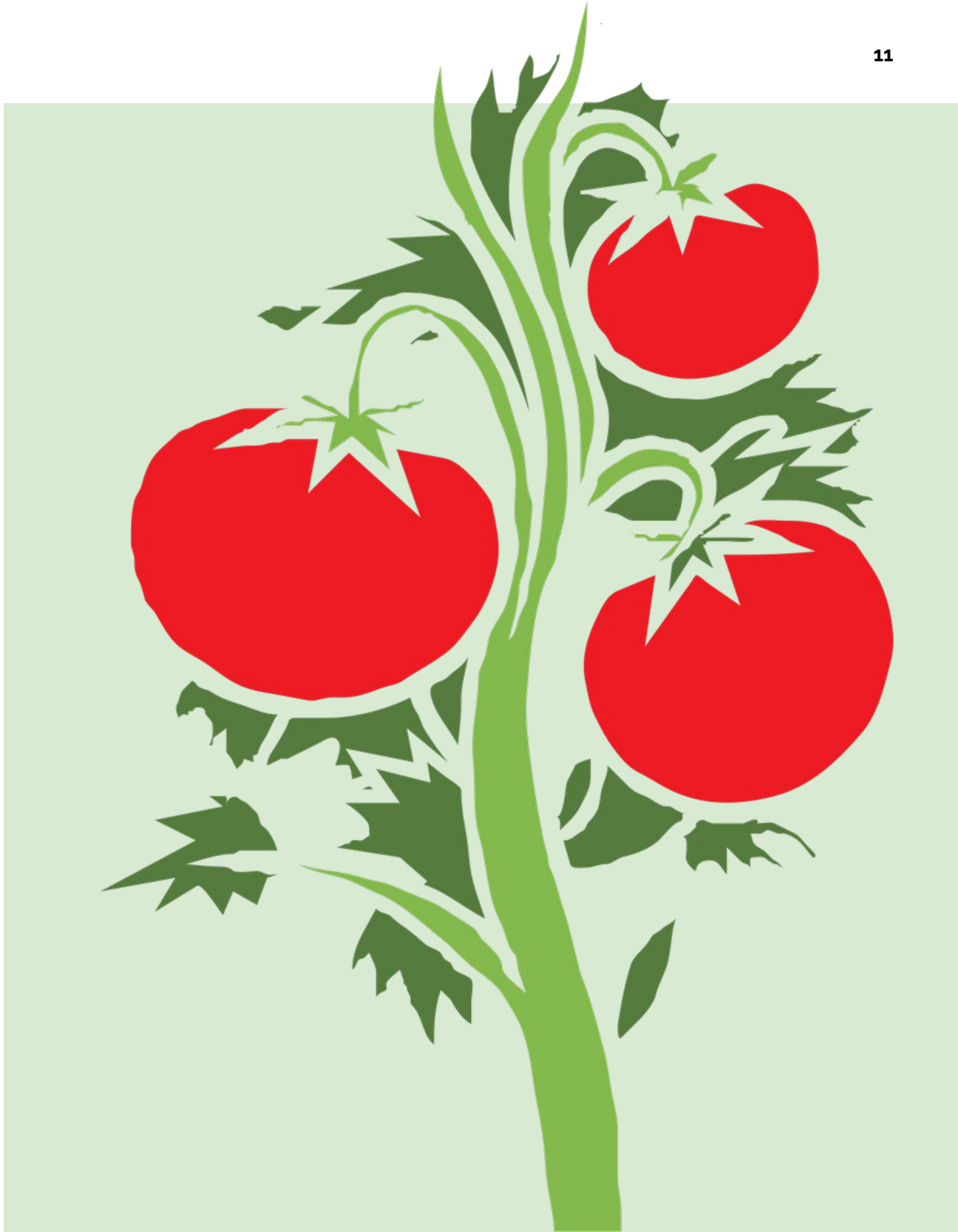
4. Remove friction

Prioritize a positive UX

- **Remove huge files** that cause long load times
- **Add alt text** to images
- **Build a clear journey**, navigation, calls-to-action

Why

Search engines are burying pages with poor experiences



5. (Intentionally) build links

Ask for links when you participate with community events, fill out membership profiles, strategically choose associations to join, acquire social profiles, build Google Business profile.

Why

Signals relevance in search



Relevant links help algorithms find and elevate your site, similar to how pollinators use the landscape to wayfind.

Part 2: Grow your online presence

Stanley Kamithi
Title
Tangaza.io | Pittsboro

About Me

Born In Kenya. Moved To US in the 90s

25 Years of Tech Experience

CEO/Founder of Tangaza.io - The BCS of Online Sales Tools for Small Farmers

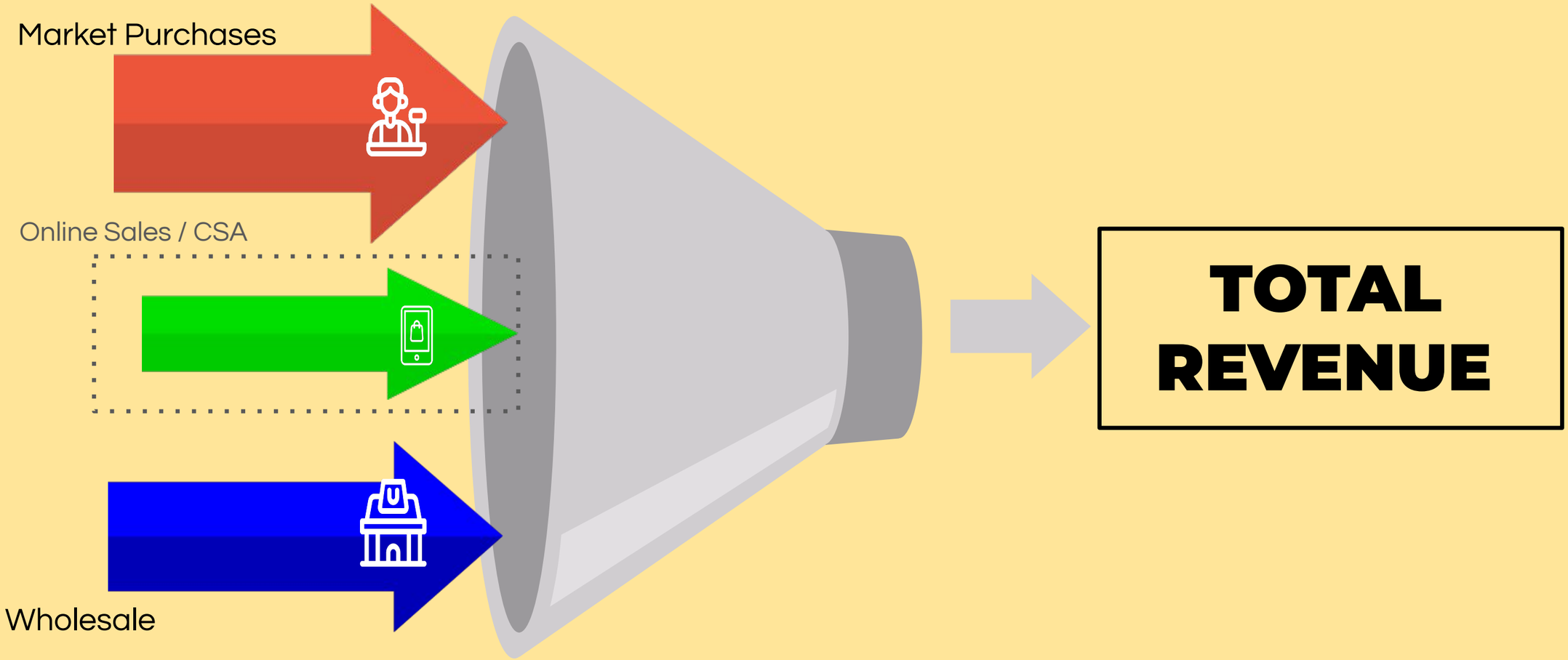
Short Term: Make Small Farmers 1st Class Digital Economy Citizens

Long Term: Retire as a Farmer



Stanley Kamithi
stanley@tangaza.io

Small Farm Revenue Streams



Why Grow Your Online Presence

"..90% of shoppers buy online.."

"..10% visit farmers markets.."



"We do not pull anything out of our freezer that has not been sold!"

Little Way Farm -

2025 Chatham County Ag Summit

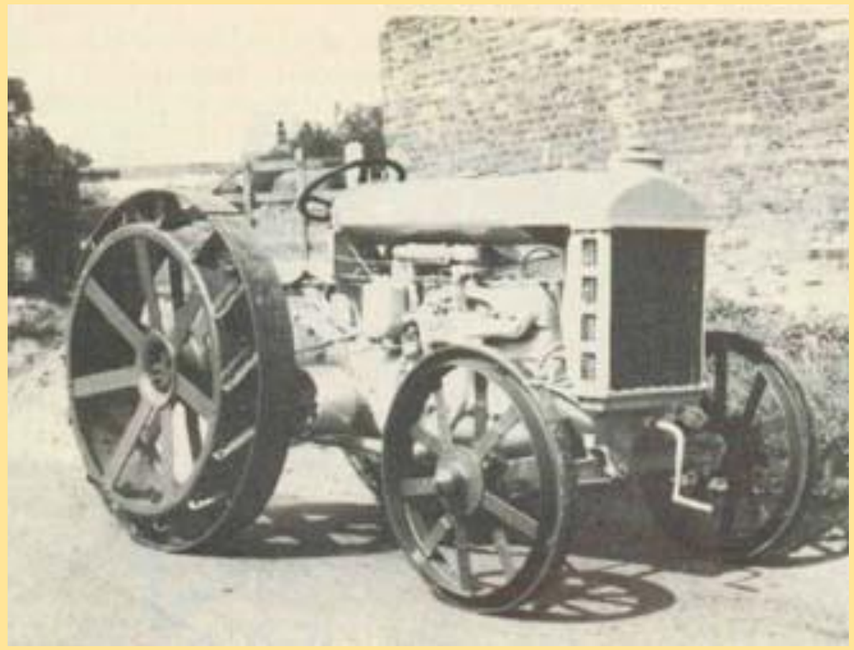
Hurdles to Selling Online



Jargon

Time Consuming

Feels like starting a 1917 Fordson Tractor



Steps to Grow Your Online Presence

Small Steps To Success

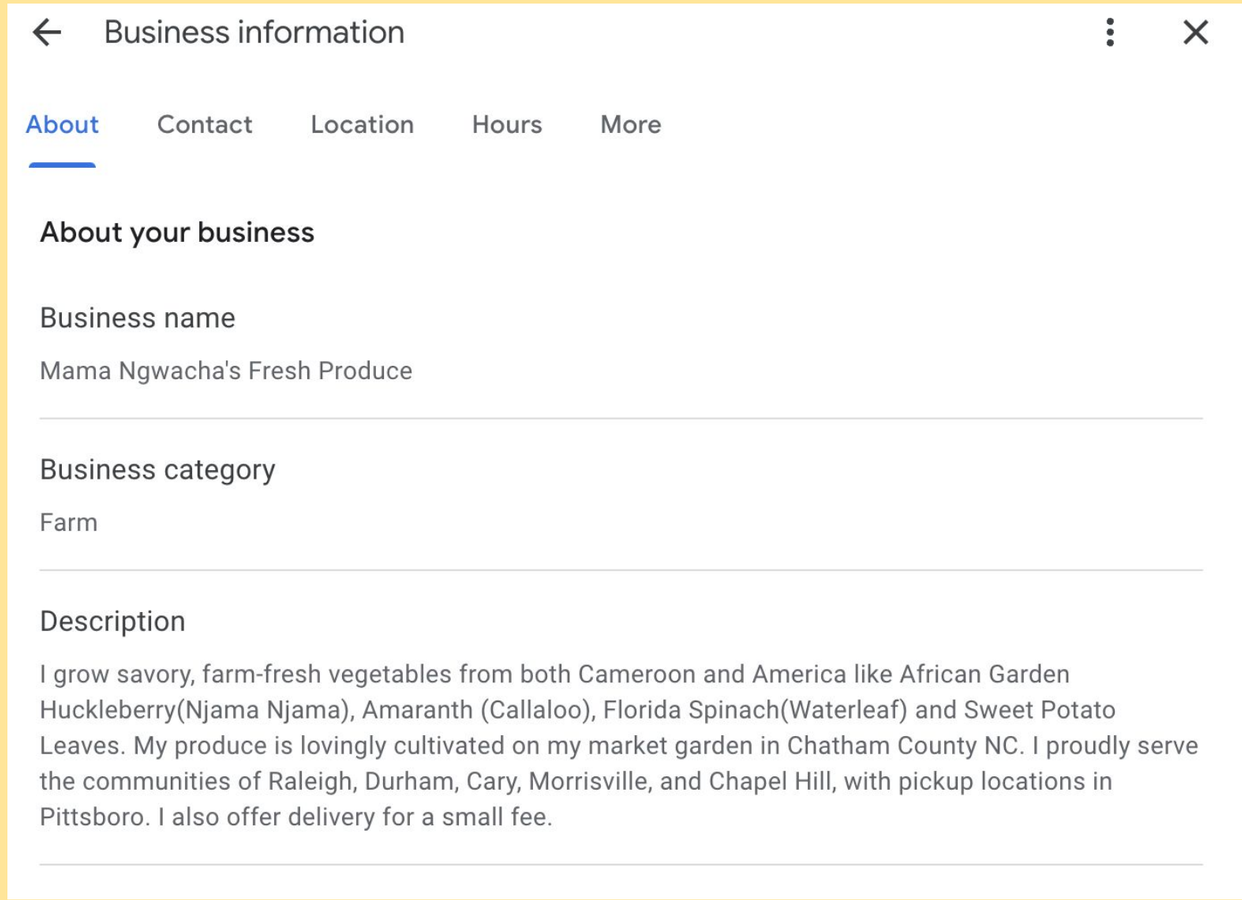
- Google Business Profile
- Social Media
- Newsletter



Steps to Grow Your Online Presence

Google Business Profile

- List what you sell
- Where you sell it
- Privacy
  - Hide your farm
- Reviews



Steps to Grow Your Online Presence

Google Business Profile





Free Google Review Sign Holder

Steps to Grow Your Online Presence

Social Media

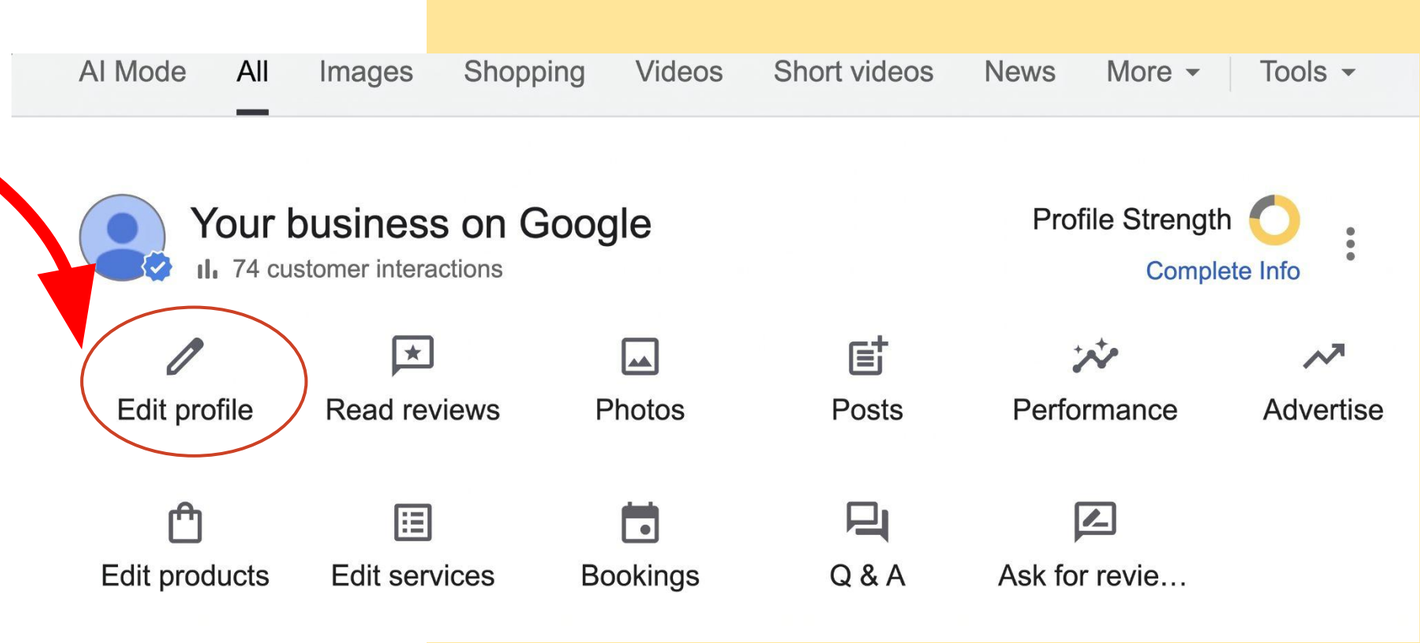
- FaceBook
- Instagram
- TikTok



Steps to Grow Your Online Presence

Social Media

- Social media profile link can be used to as your website link on your Google Profile



Steps to Grow Your Online Presence

Newsletter

- 39% Open The Email
- Maintain Awareness



Steps to Grow Your Online Presence

Newsletter

- MailChimp
- Brevo
- MailerLite



SETUP MAY NOT EASY!

Steps to Grow Your Online Presence

Newsletter

Your Free Email Provider

- Use the BCC Email Option
- Up to 100 People
- No Personalization 😞



LITTLE SETUP REQUIRED

Steps to Grow Your Online Presence

Online Store



"The John Deeres"

Local Line

Barn2Door®

CSAware

Local Food MARKETPLACE



"The Hand Tractors"

TanGaZa

Grown BY



"The Hand Tools"

SQUARESPACE

shopify

Steps to Grow Your Online Presence

Online Store

Ecommerce Platform Guide - 2025

(Nutrition Incentive Hub)

Steps to Grow Your Online Presence

Online Store



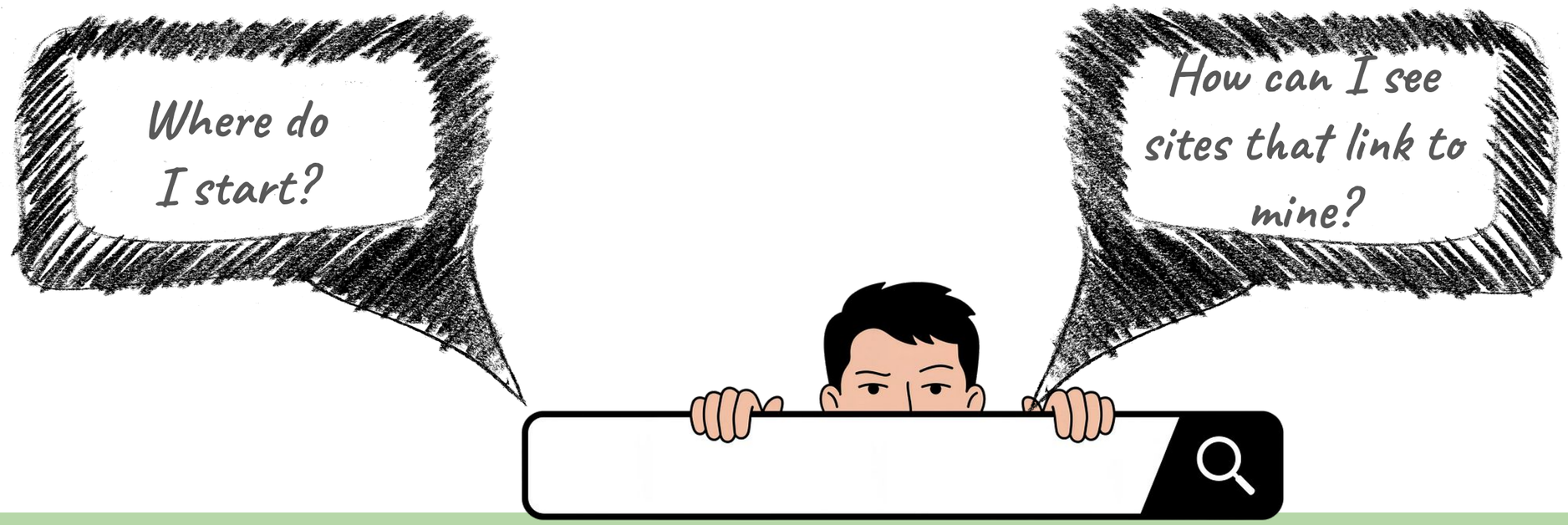
Steps to Grow Your Online Presence

Online Store



Free Google Review
Sign Holder

Tangaza.io Blog



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Q&A

What's on your mind?

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