

Topsy Farms is growing their family business with Google Search and Google Ads.

TOPSY FARMS
• AMHERST ISLAND •

“The magic of Google tools is that they’re simple enough for us as farmers to use, but powerful enough to connect us with the world.”

Jacob Murray,
Co-Owner and Operator

The Challenge

Topsy Farms is a family-run sheep farm selling wool products on Ontario’s Amherst Island. But in 2018, they were at risk of closing down. With minimal online presence, and only accessible by ferry, Topsy Farms needed to improve their visibility to reach new customers.

Solution & Partner

Topsy Farms looked to Google, which they now refer to as their front door to the world. They transformed their website with a focus on driving traffic from Google Search, and also invested in personalized Google Ads. Soon, their remote location was attracting visitors from all over the world. Beyond the surge in customers, with Google tools in place, their team was more efficient. Instead of spending time on administrative tasks, their team was able to focus on tending to the farm around them.

Impact

Topsy Farms boosted their online sales by 340%, while visits to the farm grew significantly. Better yet, their increased revenue is helping fund local conservation efforts. Today, Google tools are helping the Topsy Farms team focus on what matters most to them, preserving the land for future generations.

