

Turn the agency link into *qualified leads*

Prepared by the Outside Consultant · 2026 · how to use the reciprocal link from the agency site for local-farm and conservation-program lead capture — cleanly

The one rule that governs all of this.

An agency link is credibility, not an endorsement — and it must never be dressed up as one. **Nothing on our side may imply USDA or NRCS sponsors, endorses, or recommends Regenera.** No agency logos or seals, no "USDA-approved / endorsed / partner" language. Cross that line and we damage the relationship we just earned. Everything below is built to stay on the right side of it.

01 Build a dedicated landing page — not the homepage

Point the agency link at a purpose-built page (e.g. regenerasoil.com/equip-610), not the general site. A visitor arriving from a conservation page has one question — "how do I fix my soil and can a program help pay for it?" — so the page answers exactly that and captures the lead. Keep it:

- **Single-purpose:** the 610 story, the 5 steps to apply (reuse the grower guide), and one form. No menu-maze.
- **Claim-safe:** "We help growers access EQIP and rebuild their soil" — never "USDA-endorsed." Describe the program factually; describe ourselves as the soil partner.
- **Local:** name the counties/regions we serve; local intent is where these leads convert.
- **Mobile-first:** farmers open this on a phone in a truck. Form above the fold.

02 The lead-capture form — short, and it qualifies

Ask only what tells us if they're a real, workable lead:

NAME	Required.
PHONE / EMAIL	Required — phone converts better with farmers.
COUNTY / AREA	Required — tells us if they're in a service region.
APPROX. ACRES	Simple ranges — sizes the opportunity.
SOIL CONCERN	Salty / crusted / won't hold water / not sure — routes the conversation.
PRODUCER TYPE	Optional checkboxes: veteran, beginning, small/specialty — flags enhanced-term eligibility for us to raise.
ALREADY IN A PROGRAM?	Yes / No / want help — tells us where they are in the process.

Seven fields, most one-tap. Every extra field drops completion — resist the urge to ask more. Auto-reply immediately (set expectations, "we'll call within X"), and route the lead to the right lane by county and producer type.

03 Track where the leads come from

Tag the agency link so you can prove it works and report back to them cleanly. Add UTM parameters to the URL they publish:

```
regenerasoil.com/eqip-610?utm_source=nrcs_partner&utm_medium=referral&utm_campaign=conservation_link
```

Then in analytics you can see exactly how many visits and form-fills came from that link. Keep a simple monthly count — it's the number that makes the agency glad they linked to you, and the basis for asking others to.

04 Say this, not that

SAY

- "Helping growers access EQIP and rebuild soil structure"
- "EQIP is a USDA-NRCS program" (factual description)
- "Soil-test-led — we tell you honestly what your ground needs"
- "Serving [counties]"
- Link back to the official NRCS/EQIP page for the program itself

NEVER SAY / SHOW

- "USDA-approved / endorsed / recommended / partner"
- NRCS or USDA logos, seals, or badges
- Anything implying the agency vouches for us
- Yield or savings guarantees
- "Guaranteed to get you funded" — ranking is competitive

05 Reciprocate cleanly, and feed the SEO

- **Link back to them the right way:** from our page, link to the *official* NRCS EQIP / local-office page as a helpful resource — factual, no endorsement language either direction. It genuinely helps the farmer and it's good faith.
- **Own the local keywords:** the page should target searches like "EQIP help [county]," "salty soil cost share Utah," "how to apply EQIP 610" — the same intent the grower guides serve. The agency link raises the page's authority; the keywords catch the searchers.
- **Publish the guides on it:** the small-farm, veteran/specialty, and how-to-apply brochures as downloadables — they're the lead magnets, and they index for the searches.
- **Report the numbers back:** a quick monthly "here's the traffic your link sent, here's how many growers we helped into the process" keeps the relationship warm and opens the door to more district links.

06 The lines that keep it clean

- **Credibility, not endorsement — hold that line everywhere.** When in doubt, describe the program factually and describe ourselves as the soil partner. Never let the two blur.
- **The program pays the grower, not us.** Say so on the page — it's honest and it builds trust.
- **No guarantees** — not on funding (ranking is competitive) and not on yield (soil-test-led, measured).
- **Confirm the link arrangement is fine on their end.** Get the agency contact's OK on exactly what they're linking to and how, in writing if you can — protects both sides.
- **Handle lead data responsibly.** A clear privacy note and no selling of grower contact info — farmers talk, and trust is the whole channel.

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Prepared by the Outside Consultant, 2026. Marketing and lead-capture guidance only. A referral link from an agency-affiliated site confers no government endorsement; Regenera must not imply USDA/NRCS sponsorship, endorsement, or partnership, or use agency logos or seals. EQIP is administered by USDA-NRCS; describe program details factually and direct users to official NRCS resources for eligibility and application. The producer is the applicant and payment recipient; funding and outcomes are not guaranteed. Confirm the specific link arrangement with the agency contact, and handle collected lead data under a clear privacy policy. Not legal advice.