

SEO OPTIMIZATIONS INCREASE WEBSITE TRAFFIC

Dispensary gains 7x traffic using organic SEO over 19 months.

OBJECTIVE

A dispensary wanted to increase website traffic and drive interest towards their online product reservation offerings.

CHALLENGE

COVID-19 caused in-store visits to decline and the dispensary needed to pivot. The client had recently built a new website and needed to diversify and add an additional revenue stream by way of online reservations with in-store pickup.



SOLUTION

Two recommended strategies through organic SEO included creating more content and performing on-site optimizations. Based on our keyword research, the first strategy focused on content related to specific strains and strain types. We highlighted effects of the strains, differentiators and basic genetic information to build trust and authority. The entire site, while new, had no real technical optimizations to speak of. We overhauled the tags and descriptions around the core pages and, even more importantly, the individual strain descriptions.

RESULTS

The client's site now ranks on page one of Google in their DMA for over 15 different strain types, and their overall keyword visibility is up 75%. Traffic grew from an average of 30 daily sessions at the start of the campaign, to about 200 daily sessions. Conversions increased from an average of five per day to an average of 15 per day during the same time frame.

KEY FINDINGS

There is strong evidence that cannabis dispensaries and related businesses will not only benefit from traditional SEO research and implementation, but more importantly, a structural shift towards stronger online ordering.

7X WEB TRAFFIC + 3X CONVERSIONS