

Dispensary records 7x traffic through organic SEO optimizations



INDUSTRY
Cannabis

PRODUCT
Cannabis (Online
Reservations)

ADVERTISING SOLUTION
Organic SEO

CAMPAIGN LENGTH
Nineteen Months

Objective

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

Challenge

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

Solution

We recommended two strategies through Organic SEO, creating more content and performing on-site optimizations. The first strategy focused on content related to specific strains and strain-types based on our keyword research. 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 perhaps, the individual strain descriptions.

Results

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

Key Findings

Cannabis dispensaries and related businesses will not only benefit from traditional SEO research and implementation, but more importantly, a structural shift towards online ordering.