

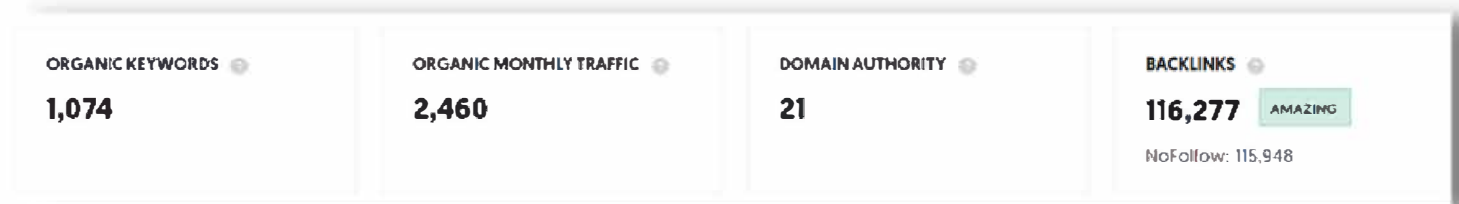
SEO CASE STUDY

CBD Dispensary

Client operates 7 CBD/smoke shops across two states. Client began local SEO for 5 locations in May 2021, and opened 2 more locations over the course of the campaign. We built location landing pages for each store as well as micro sites consisting of location-based category pages. We also consistently wrote blogs.

We built a new website for this client that launched in March 2022 and has since eclipsed major local competition in keyword rankings, search visibility, and monetary value of clicks (see competitor data below).

Campaign Snapshot



Third Party Data from Ubersuggest

Visibility at Launch

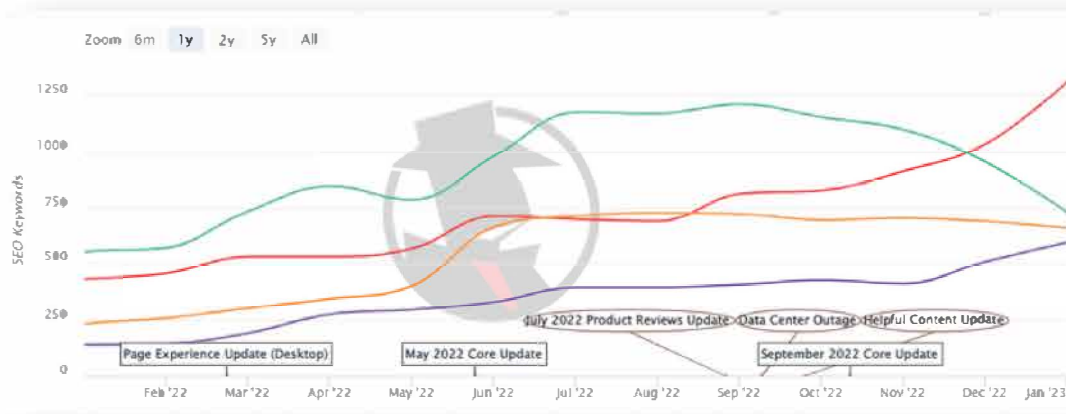
#1 Keyword Rankings	25
Top 5 Keyword Rankings	54
First Page Keyword Rankings	77
Rankings in the First Two Pages	87
Ranking that Improved	N/A
Rankings that Declined	N/A
Rankings that Stayed the Same	168
Total Rankings Gained/Lost	N/A

Visibility at 26 Months

#1 Keyword Rankings	129
Top 5 Keyword Rankings	210
First Page Keyword Rankings	277
Rankings in the First Two Pages	311
Ranking that Improved	77
Rankings that Declined	48
Rankings that Stayed the Same	186
Total Rankings Gained/Lost	↑476

Data from reports sent to client

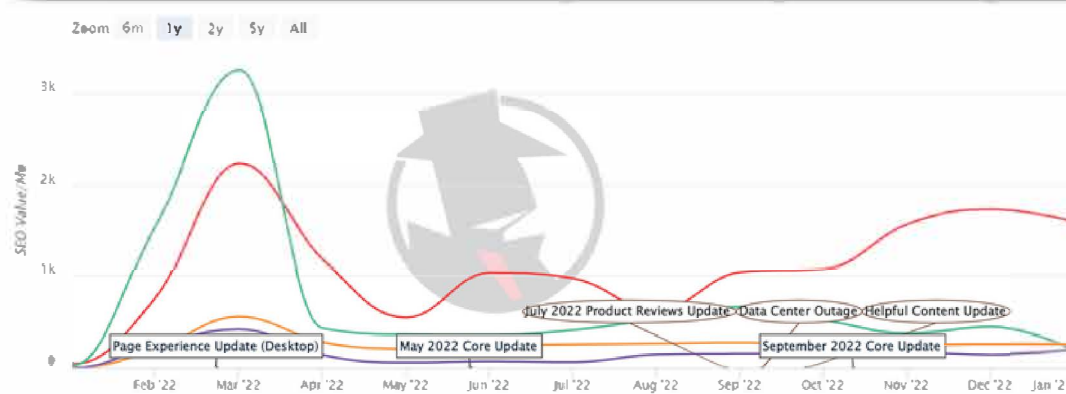
Competitor Analysis



Red line = Client
Others = Competitors

Top chart

SEO rankings and visibility have trended steadily upward for 1 year and have overtaken a large local competitor.



Bottom Chart

The estimated value of SEO traffic for client's site is around \$1,700/month, which currently stands well above that of local competition.

*Third party data from Spyfu