

# seo case study

## Cannabis Products

### Campaign Information

**Industry:** Retail, Health & Wellness

**Location:** Rock Hill, SC

**Campaign Start Date:** 04/28/2021

**SEO Hours per Month:** 15

**Campaign Type:** Local

**Goal:** Build a more dominant presence in Rock Hill and the surrounding areas

### Results

After implementing onsite optimizations, including custom copy for several new products, our client saw a **30%** boost in organic visitors. We also implemented strategic offsite SEO tasks, including link building and business profile development, to increase our client's trust with Google. When our client first started SEO with us they saw an average of 12 visitors per day. Today, they capture an average of **18** visitors per day with organic traffic increasing by **78%** month over month.

### Performance

KEYWORD PHRASE	PAGE	RANK
delta 8 gummies rock hill sc	11 ↑ 1	101 ↑ 1
cbd rock hill sc	11 ↑ 1	101 ↑ 1
cbd gummies rock hill sc	11 ↑ 1	101 ↑ 1
cbd gummy candies rock hill sc	11 ↑ 1	101 ↑ 1
cbd distributor rock hill sc	11 ↑ 1	101 ↑ 1



14

Keywords on Page 1 of Google

#1

Current Top Rank

78%

Organic Traffic Increase month over month

### Top SEO Tasks

- 94 backlinks built to date
- Custom blog publications
- 32 local listings created and optimized
- Offsite article engagement
- 39 website bookmarks created