

# seo case study

## Cannabis Products

### Campaign Information

**Industry:** Retail, Health & Wellness

**Location:** Woodbury MN

**Campaign Start Date:** 03/23/2020

**SEO Hours per Month:** 25

**Campaign Type:** Local

**Goal:** Grow online presence and reach new customers in Minneapolis

### Results

Our client saw traffic dip dramatically in Q3 of 2020 as restrictions ramped up due to the Covid-19 pandemic. We worked closely with our client to grow their authority in the CBD industry with custom blogs and articles, while simultaneously developing a robust backlink portfolio to help mitigate the damage. As they invested in SEO, traffic began to rebound in Q4 of 2020, with the average daily visitors increasing from 2.7 to **5.4**. Additionally, organic traffic increased quarter over quarter by **59%** (Q2 2021 vs Q1 2021).

### Performance

KEYWORD PHRASE	PAGE	RANK
cbd topical oakdale mn	11 ↑ 1	101 ↑ 11
cbd lip balm woodbury mn	11 ↑ 1	101 ↑ 1
cbd topical st paul mn	11 ↑ 1	101 ↑ 1
cbd tincture for anxiety oakdale mn	11 ↑ 1	101 ↑ 8
cbd oil for anxiety st paul mn	11 ↑ 1	101 ↑ 9



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Keywords on Page  
1 of Google

#1

Current Top Rank

59%

Organic Traffic Increase  
quarter over quarter

### Top SEO Tasks

- 306 backlinks built to date
- Custom onsite content creation
- 36 business directory submissions
- Google Analytics implementation
- Custom article and blog publications