

seo case study

Cannabis Products

Campaign Information

Industry: Retail, Health & Wellness

Location: Colorado Springs, CO

Campaign Start Date: 03/29/2019

SEO Hours per Month: 60

Campaign Type: Local

Goal: Build online authority to start ranking new website

Results

When we first started working on our client's SEO they brought in an average of 511 users per day to their website. Now they capture an average of **615** users per day, an increase of **20%**. Not only has the quality of the traffic improved by specifically targeting users in Aurora, Vail, and Thornton, the quantity of organic has increased by **26%** over last year (Q2 2021 vs Q2 2020).

Performance

KEYWORD PHRASE	PAGE	RANK
medical marijuana services colorado springs co	3 ↑ 1	30 ↑ 8
mmj dispensary colorado springs	3 ↑ 1	21 ↑ 10
medical cannabis services denver co	11 ↑ 3	101 ↑ 26
marijuana dispensary thornton co	1 ↑ 1	4 ↑ 1
cannabis dispensary thornton co	1 ↑ 1	6 ↑ 3



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Keywords on Page 1 of Google

#1

Current Top Rank

26%

Organic Traffic Increase year over year

Top SEO Tasks

- 511 backlinks built to date
- Custom content created for multiple website pages
- 46 local listings created and optimized
- 45 custom blogs created
- Site speed optimization