

# SEO CASE STUDY

## A CANNABIS COMPANY

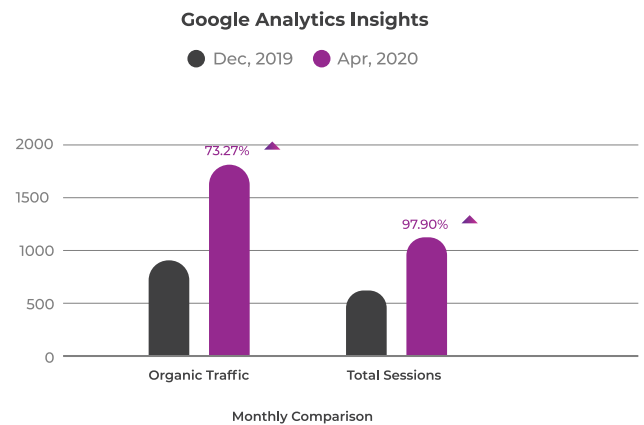
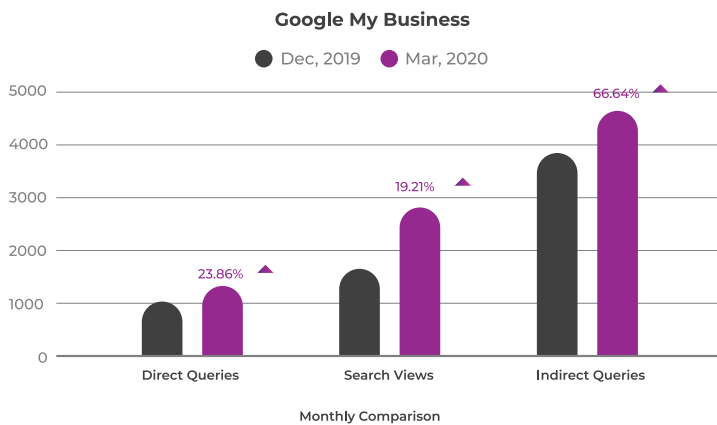
### Prior to SEO

The client approached us in October 2019 with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services, they had just one keyword ranking on the first page of major search engines.

## SEO APPROACH

- We identified how potential customers were searching through extensive **keyword research**.

- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.



## Keywords Ranking on First Page in Major Search Engines

### BENCHMARK

October 2019



**1 Targeted Keyword**

Was ranking on first page.

### BY APRIL 2020

April 2020



**8 Keywords**

Now rank on the first page of search engines.