

DISPENSARY INCREASES PAGE VIEWS 163% YEAR OVER YEAR BY UTILIZING LOCAL AND ORGANIC SEO

CLIENT

Marijuana Dispensary

CAMPAIGN DATES

1 year

OBJECTIVE

This dispensary wanted to increase website traffic and generate calls from Organic Search.

CHALLENGE

The biggest challenge was reaching the right target audience as well as creating relevant content on the client's website.

SOLUTION

We recommended both Organic and Local SEO. To increase traffic and calls, we optimized for the specific geo. We also added a blog to the website to create relevant content to rank for more keywords without stuffing up the homepage/menu page with keywords.



RESULTS

The advertiser saw 1,503 organic calls in the first 4 months of 2019 which is a 300 call increase from the year before. The dispensary also saw a 201% increase in web sessions when comparing 2018 to 2019.

KEY FINDINGS

Local SEO also lead to significant increases across several metrics -

Directions Clicks: Up 20.88%

Website Clicks: Up 119.5%

Phone Clicks: Up 109%