

BENCHMARK



AFTER 6 MONTHS

1

**TARGETED KEYWORD
WAS RANKING ON
FIRST PAGE**

8

**KEYWORDS NOW RANK ON
FIRST PAGE OF SEARCH
ENGINES**

CANNABIS CONSULTING

CONNECTICUT

SEO STRATEGY

PRIOR TO SEO

THE CLIENT APPROACHED US IN SEPTEMBER 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.

OUR APPROACH

WE IDENTIFIED HOW POTENTIAL CUSTOMERS WERE SEARCHING THROUGH EXTENSIVE KEYWORD RESEARCH.

WE DESIGNED AND & IMPLEMENTED AN SEO CAMPAIGN THAT INCLUDED ON-PAGE AND OFF-PAGE OPTIMIZATION AROUND THEIR TARGETED KEYWORD TERMS.