



CASE STUDY

Cannabis

Local SEO

LOCAL SEO INCREASES CLICKS TO SITE BY OVER 200% FOR MULTI-LOCATION DISPENSARY

Industry

Cannabis

Campaign Length

One Year

Objective

The client was seeking a way to increase clicks to their website and number of phone calls from prospective customers.

Challenge

With multiple locations, the client struggled to achieve their marketing goals for every store.

Solution

Our recommendation included running Local SEO services for each of their locations. This allowed the brand name to be considered more reputable through updating and managing each Google My Business (GMB) listing, as well as ensuring that listings were uniform across directories.

Keeping the client's GMB profile updated and accurate offered a better chance of appearing on the local "3-pack" and gives potential consumers the necessary information to convert as customers.

Results

A year-end report revealed that clicks to the client's website from their GMB pages increased an average of 218.71%.

We also saw that clicks for driving directions to the client's locations grew by an average of 8.27%, as well as an averaged 26.41% boost in the number of phone calls received from prospective customers.

Key Findings

Local SEO is the strategy of optimizing business listings through a campaign designed to increase visibility on maps and for geo-modified/geo-implied search terms (e.g. "near me" searches).

Success can be measured by increased foot traffic to business locations, boosts in Google Maps rank, and more.