

# SEO CASE STUDY

## CBD SERVICES



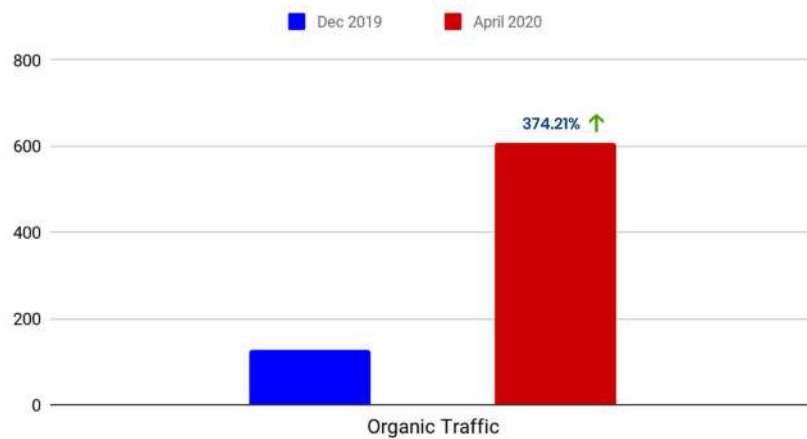
### Prior to SEO

The client approached us in December 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.

### Google Analytics Insights



## Keywords Ranking on First Page in Major Search Engines

**BENCHMARK**  
December 2019

**1 Targeted Keyword**  
were Ranking on  
Page 1

**BY APRIL 2020**  
April 2020

The momentum of the campaign is in full throttle as they now rank on the first page of search engines for **8 keywords.**

Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.