

# SEO Case Study

CBD Company

## Campaign Information

**Industry:** Natural Health Care - CBD Oil

**Location:** Greenville, SC

**Campaign Start Date:** 07/15/2021

**SEO Hours per Month:** 20

**Campaign Type:** Local

**Goal:** Improve organic rankings to bring in more local traffic

## Results

Google's algorithms hit website redesigns hard by reducing a page's authority and trust during the transition. With our help, the client has and continues a smooth transition from one site to the other. Our team wrote keyword-rich content for the new site, connected with 11 industry domains, and published several onsite blogs and authoritative articles. Because of this, instead of seeing significant declines in site association, keyword status, and organic traffic, with only 6 months and 248 work items, our team was able to generate 177 backlinks and bring a staggering 10 keywords into Google's top ten with boundless success on the horizon.

## Performance

KEYWORD PHRASE	START	CURRENT
cbd product supply easley sc	101	3
hemp store parker sc	101	4
hemp products powdersville sc	33	5
cbd oil supply easley sc	33	5
cbd shop parker sc	101	6

**36%**

increase in domain referrals

**#3**

top organic keyword rank

**27%**

avg increase in backlinks Q.O.Q.

## Top SEO Tasks

- 28 local, business, and classified directory submissions
- 69 offsite articles engaged
- 65 website bookmarks
- 21 custom blogs and authoritative articles
- 248 total work items completed

