

SEO Case Study

Full Spectrum CBD

Campaign Information

Industry: Natural Health Care - Full Spectrum CBD

Location: Louisville, KY

Campaign Start Date: 07/29/2020

SEO Hours per Month: 45

Campaign Type: National

Goal: Bring in organic traffic for niche products in the CBD industry

Results

The client's website started pushing some new product so our team's initial focus was on generating recognition for these lesser known CBD and hemp oils. We targeted business directories and bookmarking websites as a foundation for the domain's industry authority. With over 250 backlinks, the sites associated keywords grew from 772 to 1,060. These keywords were supported by our team's onsite work of content recommendations and custom blog posts. All together, our efforts were rewarded with our most recent traffic spike taking the client from 805 monthly searchers to nearly 2.5 thousand, a 178% increase.

Performance

KEYWORD PHRASE	START	CURRENT
bourbon flavored cbd oil	16	4
full spectrum cbd subscription	17	9
750mg cbd oil bundle	43	10
1500mg cbd oil bundle	16	11
3000mg cbd oil bundle	19	14

36%

increase in organic traffic Y.O.Y.

1,060

organic keyword associations

259

total backlinks built

Top SEO Tasks

- 26 local, business, and classified directory submissions
- 17 authoritative and refreshed articles
- 38 offsite articles engaged
- 97 website bookmarks
- 75 custom blog posts

