

**WEBINAR**

# **11 Crucial Website Optimization Tips To Boost Your Google Rankings**

Webinar Preview & Audio Available at:  
<https://www.foottraffik.co/webinars/dispensary-seo-tips/>

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| <b>Slide 1</b> | <p>11 Crucial Website Optimization Tips To Boost Your Google Rankings</p> <p>Implement Now to Boost Your Dispensary SEO</p>  |
| <b>Slide 2</b> | <p>Today, we'll be covering:</p> <ul style="list-style-type: none"><li>• 11 tips for optimizing on-site elements to rank higher on Google</li><li>• How to monitor the effects of your optimizations</li><li>• The metrics you need to monitor to continually improve your site</li><li>• The easy way to get started with SEO today</li></ul> |
| <b>Slide 3</b> | <p>My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this information with you today.</p>  |



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Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively focused on dispensaries and delivery services within North America. We're really excited to be helping advance our industry forward.

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A couple of housekeeping items before we get started.

If you have your cell phones on you, please put them facing down on your desk or mute them. We are going to be covering a lot of information in a very short window of time and it helps to retain focus.

Familiarize yourself with the Zoom interface. If you haven't become a master at Zoom yet, if you go to the bottom of your screen there is a Q&A button. We do have moderators with us today that will be addressing questions throughout the webinar.

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I can't understate the value of SEO. Search engine optimization is crucial for getting traffic to your website and scoring sales from potential customers.

If you don't set your website up properly and actively optimize it, you are likely losing sales to the competition.

68% of online experiences begin with a search and 53% of all website traffic comes from organic search. That's more than half of your website traffic.

Think about how many times you've run a search on



Google today. The reason you found the results you did is because of SEO. The links you clicked ranked for your searches because the pages were optimized for particular keywords.

Using Google to find what we want is easy, so it's no surprise that cannabis consumers use Google to find dispensaries near them. If you want to show up when they type in their query, then you need to optimize your site in a way that will appeal to Google and consumers.

So what does that mean?

Well, that's what we're going to be covering today. Our 11 website tips will help you appeal to both the Google algorithm and to consumers.

This works because Google wants to provide searchers with the best experience. Part of that is showing them search results that are relevant, authoritative, and trustworthy. By following our tips, you can show Google that you meet those parameters for your desired keywords.

I really want to hammer down why SEO is so important, so before starting our tips, let me show you this case study.

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We've worked with this multi-state medical marijuana dispensary chain for over a year now. We've helped optimize their webpages by doing all the things we're going to be covering today.

With an investment of \$12,000 over 12 months in SEO, this retailer has seen a staggering increase in organic search traffic. When we started working with them, they had



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about 91k visitors. Now, they're getting upwards of 438K. That's a traffic increase of 387%, YoY. Eleven percent of those people are converting, which has boosted their revenue by \$5.5 million.

This is for a chain of multiple dispensaries, but we have seen incredible growth for single-store operations as well.

This is totally achievable when you follow Foottraffik's dispensary optimization strategy, which focuses on an implementation schedule.

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Let's jump into tip 1: Consistently research and track keywords. If you want to succeed with SEO and score that organic traffic, you need to do keyword research as part of your SEO strategy.

The words that people enter into the search box matters. The way they phrase a term or put words together impacts the results that they'll get. In order to show up for the most relevant searches, you'll want to have an understanding of the terms and phrases that people search for when they're looking for the products you sell.

Some basic keywords include your location, while others are more generic terms like "dispensary near me."

To get this insight, you'll want to use a tool like Ahrefs or SEMrush to see what people are searching for.

These keyword research platforms let you see how many times people use particular keywords, what sites show up for those keywords, how hard it is to rank for them, and more.



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You'll also want to take a look at the current keywords that lead people to your site. To do this, check out your Google Analytics to see how people find you. With this information, you can further optimize your site to attract more visitors.

You can also find holes in your SEO strategy. Maybe there are popular keywords that you aren't ranking for. Maybe your position on the search results page is low.

To boost your ranking, you can use the data you collect from your keyword research to better optimize your webpages and even add additional pages to capture more keywords.

Tip 2: Make sure your URL structure and hierarchy makes sense.

When you create your website or add pages to your site, it's important to think about the URLs for each page and how they will fit together.

Each of your URLs should have the page's keyword in it and should make it clear what kind of content someone is going to find. For example, your location page that list your different dispensaries may have the url `yourdispensary.com/dispensaries/`

Then each of the dispensary locations would have their city name in the URL. So if you have a Santa Clara dispensary, the URL might be `yourdispensary.com/dispensaries/ca/santa-clara`

Just looking at the URL, you pretty much know what you're going to get. This is important because it highlights



how relevant your page is and makes it easier for searchers to understand what may be on the page.

You'll notice that the Santa Clara example still had "dispensaries" in the URL. That's because the locations page would be the parent page for each individual location. Basically, all of the locations would branch off from that page. That's your site hierarchy.

A logical and user-friendly site hierarchy makes it easier for Google to crawl and index your website so that it can feature it in search results. It also makes it easier for customers to navigate your site, which is really important.

If people go to your site, get frustrated, and leave, Google sees that and will knock your ranking down.

This is called a bounce rate, and ideally, you want this to be low because it means that people are just going to one page on your site and then leaving without taking any action. It's an indication that there's something wrong. It could be that your site isn't user friendly or that it doesn't have the right information in the right place to help visitors convert into customers. You want your site to make sense so that people can easily place an order.

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Tip 3: make sure that you use tags and alt text and that they're relevant to your keywords.

When you look at a well-optimized website, you'll notice that there are different headings.

The text in the headings has a tag associated with them so that they will show up in that larger print. That tag also tells Google that the words are important.



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Each of your pages should feature these heading tags and your headings should help identify the kind of information a visitor will find on your website. Missing heading tags is one of the most common SEO mistakes and it's such an easy one to fix.

Alt text is a descriptor that is affixed to your images. It doesn't show up unless there is an issue with your images or if someone is using software to make the page more accessible for the visually impaired.

Your alt text should describe the image and feature your keyword when appropriate.

Both of these things help provide Google with more insight into what's on your webpages and they can make it easier for visitors to read and enjoy.

Tip 4: Set meta descriptions for each of your pages.

A meta description is the short blurb after a link on a search engine page. It's the first glimpse of content someone sees when they run a search and it can be critical for getting them to click on your link.

Your meta description is limited to 160 characters. It should include the page keyword and give some information about what people will find on a particular page and a call to action. You need to set this for each of your pages.

For example: Live pure and elevate your mind, body, and soul with Pure Options. Visit our Michigan cannabis dispensaries for the best cannabis products in the Wolverine state.





“Michigan cannabis dispensaries” was the keyword in that description.



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Tip 5: Create relevant content and maintain consistent and accurate contact info across the board.

Page and blog content helps you capture more keywords and is a great way to educate your audience.

It is generally recommended that you have a few hundred words on each of your pages. Remember, you’re writing for people, not just Google so make sure that what you write truly provides information and adds value.

Incorporate your keywords as appropriate, but don’t overuse them because that can actually get you in trouble with Google. Plus, it’s just not user-friendly.

In terms of contact information, you need to verify that your name, address, and phone number are the same across the board. They should be the same on every page and on every listing site, including your Google My Business profile. Otherwise, you’re going to get dinged by Google.

Accurate, consistent information helps boost your trustworthiness with both consumers and Google so always check it.



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Tip 6: Avoid bloat and improve your page speed.

How fast your page loads can impact you in two ways.





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First, people aren't going to wait around. Most people will bounce if a page doesn't load within 3 seconds.

And second, if your page takes too long to load, Google will penalize you, too.

Remember, Google just wants to make searchers happy. If it sees people keep leaving your site and that it takes forever to load, they're not going to keep recommending your site as a search result and your ranking is going to drop.

Google page speed insights can help you see whether you need to improve your page speed. If your site is taking too long to load, you can enable compression, optimize your code to remove unnecessary elements, and reduce redirects, among other things. Our next tip will help you, too.

Tip 7: Optimize and compress your images.

To increase your page speed and to make for a more pleasant browsing experience, you'll want to optimize every image on your page and compress them so that they load properly and quickly.

You don't want people waiting around for your images to load or a laggy website. We live in a visual culture. Make sure your site looks good and that your images show up right every time.



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Tip 8: Install schema to help Google classify your webpages.

A website's schema is an integral part of its SEO strategy.

When added to a webpage, schema markup creates an enhanced description known as a "rich snippet" that appears in search results. Making effective use of schema markup can improve the visibility of your organic search results and boost click-thru rates to your website.

Schema matters because it tells search engines what your data means, instead of just what it says.

As we have mentioned numerous times, Google wants to provide searchers the best results. That means they rely on search intent to uncover what a searcher is truly looking for. Do they want information? Are they ready to buy?

When you use schema, you show Google what your page is about so that the search engine can then use that information to determine how you'll rank for certain queries.

Google's Structured Data Markup Tool can be used to generate a schema markup that is specific to your site. This tool will generate the HTML code that can then be copied and pasted directly into your site's code.

After building this, you can then use Google's Structured Data Testing Tool to see what your markup will look like in Google's search results.

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Tip 9: Make sure you look good on all devices.



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More and more people are using their phones to run searches, especially local searches for nearby dispensaries. Over 50% of searches happen on phones now.

Responsive mobile designs prioritize speed and convenience, encouraging visitors to stay on your website as long as possible.

If you want to show up in these results and rank well with Google, your site needs to look good on smartphones.

Otherwise, Google won't prioritize your website. Remember, Google wants its users to have a good experience. If your site is difficult to use on a phone, it won't rank well.

Tip 10: Create a linking strategy that helps showcase your pillar content.

When you're creating content, you should be linking your pages together when appropriate.

For example, let's say you did a blog post on myrcene and you happen to have an educational page on terpenes. Your myrcene post should link back to your terpenes page, which is considered pillar content.

This is called internal linking and it helps Google see how your content relates to each other and makes it easier to crawl. Plus, it helps provide visitors with easy access to related content so that they can keep learning and engaging with your site.

When you link pages like this, you need to consider the words that you hyperlink. These words are your anchor



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text. They should relate to the content that you're linking to. So in our previous example, you could link the word terpenes to your other page.

When linking pages, be sure not to use the keyword you're trying to rank for as your anchor text to another page. Continuing with our example, you would not want to link the word myrcene on your blog post to your terpene page since you want your blog post to rank for the term myrcene.

Tip 11: Provide a secure browsing experience for web visitors.

You know the lock icon in your browser's address bar? That icon indicates whether a site is secure or not. If a site isn't secure, in addition to an unlocked icon, a visitor's web browser may give them a warning.

Because dispensary websites allow for customers to order online and input their personal information, it's vital that they are secure. No one wants to input their personal information on an unsecure site.

Ideally, your site should run on HTTPS and have an up-to-date SSL or TSL certificate. This is something that your developer should be able to help you with, if you need help please reach out to Foottraffik.

The last thing you want is a little popup from Google, Mozilla, or Safari telling potential customers that your site isn't secure and that they shouldn't trust you.

In addition to helping put customers at ease, these security measures also put Google at ease. They want to



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recommend safe websites, after all.

So let's say you implement some of these tips, how can you tell whether they're working for you?

First, be clear about your goal. For most dispensaries, it's two-fold: to get more people to their website and to increase their sales from organic traffic.

Next, you need to set up the right tools to help you measure whether your efforts are paying off.

You'll want to install Google Analytics on your site if you haven't already. This is something we do for all of our clients and we can certainly help you get it set up properly so you can track everything you want to track.

You may also want to use an SEO tool to track your keyword rankings so you can see if you're gaining traction with your desired keywords.

Once you have this set up, you can establish a baseline and start measuring your improvements. You can also implement revenue attribution, which is the act of measuring how much of your sales can be attributed to your different marketing channels.

Revenue attribution is something that we offer to all of our clients. It's not standard in the cannabis industry, but we believe it should be. If you want to know whether your ad spend is actually driving sales, then you need to create a system to measure the effect of each of them.

So once all of this is up and running, you'll want to pay attention to the following metrics:



- Total web visitor
- Unique web visits
- New web visitors
- Number of purchases
- Amount of revenue from the sales
- Conversion rate
- Time on page
- Pages per visit
- Bounce rate
- Click-through rate
- Keyword rankings
- Domain authority

The easiest way to get all of this started and measured is by working with the industry's leading SEO agency.

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When you work with Foottraffik, there's no need to learn everything about SEO.

I'll be honest, it's a dense topic that can be hard to explain. At the end of the day, though, there's one goal: scoring more organic traffic to your site so you can increase your sales.

And let's be clear: this isn't just any traffic. This is relevant traffic. These are people who are interested in buying cannabis and once you have them on your website, all you have to do is convince them that you're the right dispensary for them.

If you're ready to boost your visibility and make it easier for interested customers to find your website, we can help.



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As part of our SEO service, we create a unique strategy for your dispensary. There's no cookie-cutter formula here. We take a look at what's working on your site and what's not. And if you don't have a website yet, we can create a pre-optimized site for you so you can start getting traffic on day one.

When we first started our agency, this was our main service and it remains one of the most important for creating revenue for our clients.

To help you increase your revenue, we have a special deal for today's attendees.

Today, we're offering new clients 20% off their first month of SEO when they sign up for a three month package. SEO is a long game so you do want to invest in it long term in order to see maximum results.

And speaking of results, as part of our SEO service, we offer reporting on key metrics so that you can see how much organic traffic your site is getting and how many of those visits led to sales. This is crucial information for determining the effectiveness of your strategy and it's part of our mission. We believe that dispensaries deserve transparent reporting and clear data about revenue attribution so they can allocate their marketing budgets accordingly.

Let's get you set up on a plan today. Go to [foottraffik.me/call](https://www.foottraffik.me/call) to schedule a call. And if you want more information about this service or our other offerings, it's the same link. Let's chat about how we can make your dispensary more money.



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Questions?

How long does it take to see results?

SEO is all about the long game. You typically start seeing results within three to six months. To really benefit from it, you need to continue doing it. Google changes its algorithm often, generally without notice. If you want to continue to out rank the competition, you need to invest in SEO for the long term.

Do you also do link building?

Yes! I only covered some of the SEO strategies we employ on this webinar. In addition to what I talked about, we do link building, blog content creation, and dispensary listings. We can get your Google My Business set up, which is crucial for local SEO and get you listed on all of the important websites.

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Thanks so much for joining us today.

Also, for sticking with us, you've qualified for your free yeti.

Let's get your shipping information and get one of those to you quickly. Schedule a call at [foottraffik.me/call](https://www.foottraffik.me/call)

