

## WEBINAR

# Get Found: List Your Dispensary On These Directories to Boost Visibility

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/marijuana-business-listings/>

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Get Found: List Your Dispensary On These Directories to Boost Visibility

Improve Local SEO and Reach More Customers

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Today, we'll be covering:

- How listings improve visibility & trustworthiness
- Where your dispensary needs to show up to be seen
- How to quickly get multiple listings under your belt

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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.



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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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Having your dispensary website listed on sites like Leafly, Weedmaps, and, of course, Google My Business makes it easier for customers to find you.

But that's not all. They also provide Google with information that helps it learn more about your dispensary.

Directory listings are considered citations, and Google scans these listings to boost its database. When Google crawls a directory, it updates the information it has and adds new info to its indexes. Google is constantly learning



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and updating the info it has, frequently crawling directory sites for more data.

Now, Google is innovative, right? They don't just crawl the info on listing sites.

Depending on the listing site, Google may recognize that it has a backlink to your site or consider it an endorsement of your expertise. Both of these can also help with how your page ranks on Google and boost your SEO.

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So how does this work?

Listings can impact your SEO in two ways. Citations are considered to be a part of Google's search algorithm. We can't know for sure how much impact they have because Google's algorithm is its secret sauce. They don't share it with anyone.

However, SEO specialists are constantly testing different actions and metrics to see what kind of impact they will have on their clients' search rankings.

These tests have shown that, yes, citations or directory listings can boost SEO. It's not a top ranking factor, but when you are in a crowded space like the cannabis industry, every ranking factor becomes crucial for climbing up the search results and scoring more customers.

Directories can offer more than citations, too. Some offer the option for customers to leave reviews and others will link back to you so you get the SEO benefit of a backlink, like I mentioned before.



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Reviews and backlinks are also SEO ranking factors, which makes those directory listings even more valuable.

When you combine your citations with your other SEO efforts, you can really see how it supports your goals. Remember, SEO is all about driving relevant organic traffic to your website. Having more links pointing to your site, especially from relevant, industry-specific or local directory sites, can give you the boost you need to increase your customer base and revenue.

Plus, because Google is grabbing info from these sites, they are learning more about you. They can see that you have the three important characteristics that they look for: Expertise, Authoritativeness, and Trustworthiness.

Basically, the more of Google's checkboxes that you can tick, the better, and that's exactly what directory listings help you do.

It's not just Google that uses these sites, though. Consumers rely on directories for contact information and reviews. One of the most frustrating things for consumers is inaccurate information.

No one wants to deal with a wrong number when they call a business or a bad link to a website. Unfortunately, this happens all the time on directory sites. And what do those customers do? They go elsewhere.

According to BrightLocal's Local Citations Trust Report, 68% of customers said they would go elsewhere if they found incorrect information on a directory listing. Why? Because it makes your business seem unreliable.



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Let's talk about getting listed.

Getting on all the right sites can be exhausting! I'll be honest, there are a lot of listing sites that your dispensary should be on if you want to reap the benefits of citations.

So how can you get started with this daunting task?

First, put together all of your business information. This includes your name, address, phone number, hours of operation, et cetera, into a simple spreadsheet so you can copy and paste this information across directories online.

This will help ensure you consistently enter the right information. It's crucial that your name, address, phone number, and website all show up as the same on every directory you list on.

The more times Google "crawls" your information, the better it is for your SEO. However, listings with inconsistent information can negatively impact your SEO. That's the opposite of what you want!

When making your spreadsheet, check your spelling. You don't want any typos. Some spreadsheets don't have spell check, so verify everything before posting it anywhere.

Every business listing you create should share your dispensary's name, address, phone number, and website, at the minimum.

Where possible, it should also offer additional information that helps set you apart from the competition. For example, sharing photos and deals can help entice customers to stop by or to visit your website to learn more about your dispensary.

Take a moment to gather relevant digital images and put



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them in an easy to find folder so you can access them quickly. The images you choose should help showcase what it's like to visit your store. Get at least one photo from the outside of your store and one from the inside.

Once you have those ready, think about how you can describe your dispensary in a few lines. What is your unique value proposition? How do you position yourself in the market? I'll talk more about creating a good profile in a little bit so you can add this into your spreadsheet as well.

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We've talked a lot about Google, and now we're going to talk about them some more.

The most important directory listing you can claim is your Google My Business profile.

If you do a search for a business near you, the first thing that's going to pop up is their Google My Business listing. On your desktop, you'll see it on the right-hand side along with buttons for visiting their website, getting directions, and calling them.

On a phone, it takes up the whole screen. It is completely in your face and it offers a lot of information so you need to make sure that yours is claimed and filled out correctly. I cannot overstate this. This is the number one ranking factor for local SEO—do not forget to claim your GMB profile.

To get the most from your GMB profile, you'll want to create an SEO-friendly profile description and upload some optimized images that showcase your dispensary.



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You'll also want to engage in reputation management. Your Google My Business profile has a space for reviews and Google will use those reviews as one of its ranking factors. Make sure you are consistently getting new reviews and that you are responding to the reviews that you get. We recently did a webinar about reputation management. You can check it out on our website. It's one of the SEO strategies that we offer for our clients.

You should also keep your hours up to date on your profile and check on it regularly. If you aren't getting conversions from the buttons on your profile, consider changing up your business description to encourage more people to visit you. Also, make sure that your images are attractive and inviting.

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When it comes to cannabis industry giants, Weedmaps and Leafly remain tops for directory listings.

Weedmaps offers the opportunity to reach a large audience across the country. They have multiple service offerings beyond listings, including ads and Software as a Service.

It is possible to list your dispensary for free on Weedmaps, but if you want to take advantage of the company's other service offerings, you will need to pay.

Costs vary by region and may be impacted by how crowded a particular market is.

To get listed on Weedmaps, you'll need to scroll to the bottom of the site to find the link. You will also need to provide your information so a WeedMaps representative



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can contact you.

Now, Weedmaps is more than just a dispensary listing site, but for the purposes of this webinar, we just want to focus on this aspect of their service.

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Leafly offers dispensaries the chance to get their profile in front of millions of users each month. That's total users, not just users in your area, to be clear.

You can list your dispensary for free on Leafly. However, if you want to rank higher on their search, you will need to pay for that visibility.

Leafly charges different prices based on where a dispensary is located and how crowded that area is. So, for example, if you are in LA, you could end up paying upwards of \$20k a month for the top spot on Leafly.

This can be helpful when first starting a dispensary so you can start drawing people to your website. If you are already established, though, it may be wiser to invest in SEO, Google Ads, and Mobile Banner Ads to reach new customers. After all, not all cannabis users use Leafly, but just about all users use Google.

Leafly doesn't just share dispensary info with its users. It works as a sort of portal. Users are able to share reviews about strains and products on the site, and they can also review their dispensary experiences.

To get listed on Leafly, you'll need to provide them with your contact information. You can get started by scrolling to the bottom of the Leafly homepage. Follow the prompts from there.



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Let's move on to other directories.

There are plenty of cannabis-specific directories across the nation. Some may have smaller audiences right now, but you never know which will be the next Weedmaps or Leafly.

It's still valuable to be featured on them regardless of their footprint. Though, if you're low on time, you should prioritize those that are more popular or get a skilled team like Foottraffik to do all of the listings for you.

Here are eleven popular directories you should be listed on:

- 420 Portal
- All Bud
- CannaMaps
- Dispensaries.com
- Herban Planet
- iBudTender
- Kush Tourism
- Merry Jane
- National Cannabis Review
- Pot Guide
- Wiki Leaf

Now, there are plenty more industry directories that you can list your site on. We actually offer this as part of our SEO service, which I'll talk more about later.

To get listed, you'll want to reference the spreadsheet you set up with all of your info and then visit each individual site to put in your contact information. Some directories may require that you confirm your info or speak with a representative.

It can take a while to get these listings created. In



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addition to the prep time, you'll need to access every website directory you'd like to join, identify their requirements, and submit your application and profile.

Also, many directories have a lag time between when you apply to be on it and when they actually let you submit your information. We find that it can take up to four days to be approved in some cases.

Now, you don't just have to focus on cannabis sites. In fact, you really shouldn't.

Because we want to impact local SEO, you'll want to also consider any relevant local directories that you can be listed on.

These will vary by area, but let's cover some broad categories to help get you started.

Category one, review and travel sites:

- Yelp is still a popular review site. Because many shoppers like to read reviews before visiting a new dispensary, it's a useful site to have a listing. Claim yours and make sure to respond to any reviews you receive!
- Also check out popular travel sites to see if you can get listed there as well, especially if you've created a unique experience and offer recreational cannabis.

Category two: business Groups:

- If you have any local business groups in your area, take a look to see whether it's worth your while to become a member and be listed in their directory.



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Some groups help create events to drive more foot traffic to local shops and focus on beautification efforts, both of which can benefit your dispensary.

- The same goes for your chamber of commerce. Chambers offer different benefits to members, like help with health insurance plans, which can be really great for one-store dispensaries. Plus, they can help you network with other businesses in your area so you can collaborate on events and deals in the future.

Category three: medical directories:

- If you're a medical dispensary, look for regional and local directories for alternative medicine providers, integrative medical providers, and pharmacies. If there are certification centers near you, check to see if they'll list you on their site as a preferred medical marijuana dispensary.

Category four, newspapers:

- Many local papers offer event listings and other business listings on their sites, especially if you hold free or educational events. Cannabis is really popular right now, so there's a good chance they'll add your dispensary to one of their directories if you ask.

And finally, category five, libraries and social service groups:

- If you offer educational opportunities and free events, check with your local library system to see if they will list you. Some libraries keep lists of free educational resources for the community. It's a great way to expand your reach and appeal to new



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customers, and seniors in particular.

- If you offer discounts for veterans or seniors, why not contact organizations in your area that serve those communities? They may be able to list your site as part of their resources for their community members.

Really, the sky is the limit here if you're creative. Get your staff in on the action and see if they have any ideas as well.

Let's talk about what these listings should look like.

Some listing sites allow you to create a profile or about page. If available, you should take this option and carefully write a profile that showcases why someone should visit your shop.

You want to share what sets you apart from the competition. Include any amenities or anything someone would need to know when visiting your shop for the first time. Are you handicap accessible? Do you have parking on-site? Is there an ATM in-store?

If you have ongoing deals, mention those too! For example, if you offer 10% off to Veterans or first-time customers, put that in your profile. Only focus on ongoing deals. You don't want to list your daily specials.

Your profile should answer the following questions:

- Where is your dispensary and how can someone get there?
- When are you open?
- What do you offer?



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- How can people make an appointment or ask a question?
- What's your menu, and how do people order?

When creating listings on different sites, you want to monitor the following three factors: citation consistency, relevance, and authority.

As we mentioned, it's important that your data is consistent across all sites. If you have different addresses or different phone numbers on different sites, it sends Google a negative signal.

Your citations should be relevant to your business. For example, if your dispensary is listed on local business directory sites, travel sites, or even better, cannabis directories, these are all relevant to your business and will give you a boost with Google.

However, listings on irrelevant sites — for example, a weather website — won't do anything to boost your SEO. And if the directories you list on are considered spammy sites, they could negatively affect your SEO.

Trusted, high-quality, high-authority sites will benefit your SEO far more than low-quality, low-authority sites. Sites like Leafly, Weedmaps, Yelp, local newspapers, reputable local directories all have high-authority and will benefit your SEO efforts.

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Speaking of SEO, local SEO is crucial for getting found by the people who are actually ready to shop at your dispensary.

By creating a dispensary listing strategy, you can increase



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your citation signals and improve your page rankings.

With a great local SEO strategy, you can even get into the coveted local pack, which is the three businesses that Google highlights first during a local search.

Search is a vital part of how we shop. Whether we are looking for a great place to order takeout from or trying to find the perfect gift, many of us turn straight to Google.

We've given the search giant a lot of power—more than 90% of searches happen on Google—so we need to focus our efforts on attracting qualified traffic from those searches.

If you want to increase your market share and get your website and dispensary in front of more potential customers, then you need to implement a local SEO strategy that includes directory listings.

Visibility is everything! If you aren't showing up near the top of search results, then many potential customers aren't even going to know you exist.

To get the maximum amount of organic traffic to your website and boost your online sales, you want to be in the top three search results. Our Local SEO service can help you start climbing up the results and increase your search traffic.

I do want to mention that you are not going to see results overnight by implementing a local SEO strategy. If you've been tuning in to our webinars, you know that SEO is a long game. It's not instant like Google Ads. It can take a few months to start seeing the results of your efforts. Of course, you can combine it with Google Ads to get the best of both worlds.



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SEO is one of the most important marketing investments you can make. Unfortunately, it's also one of the most misunderstood. Essentially, SEO makes it easier to find you.

When implementing SEO best practices, though, it also makes your website more user-friendly. There is no downside to it. In fact, thanks to our revenue attribution efforts, we know that it's the biggest revenue driver for our clients.

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If you are ready to boost your Google ranking and get more people to your website, let's talk: [foottraffik.me/call](https://foottraffik.me/call)

Right now, we are offering a special deal for first-time customers. Save 20% off of your first month when you start a three-month SEO plan. Get valuable insight into what you need to make your website better and a unique strategy tailored to your dispensary.

We can create a plan for you that includes directory listings and quickly get your site up on over 50 directories! Plus, we handle the writing. We'll create a profile for you.

If you are interested in other SEO strategies like link building or reputation management, we can add those to your SEO strategy as well. Check the link in the chat to schedule your call today.

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Should I choose Weedmaps or Leafly?



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- For unpaid listings, it's worth your time to do both. If you want to invest in their paid services, then you'll need to look at the kind of saturation they have in your particular market.

Can I use the same profile for every directory listing?

- While your name, address, phone number, and website should appear exactly the same across the board, you may want to switch up the wording of your profile from directory to directory just so it's not repetitive or viewed as copied content.

How many directory listings should I be on?

- There's no hard and true number. We tend to aim for 30 because we want our clients' names out there and we want them to be found easily.

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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)



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