

WEBINAR

How to Do SEO for MSOs

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/seo-marijuana-multi-store-operators/>

Slide 1	How to Do SEO for MSOs Create a strategy that works for all of your stores
Slide 2	Today's agenda: <ul style="list-style-type: none">• The top SEO strategy to implement• Helpful tools for success• How to evaluate performance
Slide 3	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.
Slide 4	Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively



How to Do SEO for MSOs

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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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Before getting into the vital strategies that you need to be using, let's do a quick recap of what SEO is.

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

Organic search traffic is unpaid traffic that comes from Google.

When customers want to find a dispensary near them, they turn to search—and Google, in particular. And if you want to show up in those search results, then it's crucial that you have a robust SEO strategy and a team to



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implement it. Otherwise, searchers will go right to your competition.

Search engine optimization shows that your page is relevant for particular keywords. In our business, that may be “San Diego dispensary,” “Detroit provisioning center,” or “Santa Rosa marijuana delivery.”

Optimizing your site around these keywords makes it more likely that people who are looking for your services will find you.

When you have a good SEO strategy, two things will happen.

One, you’ll show up higher in search results, and two, you’ll get more organic traffic.

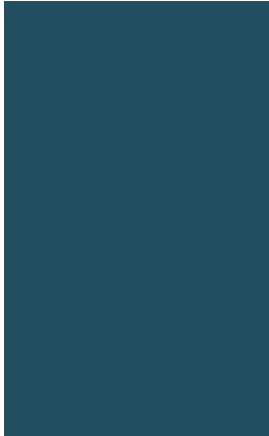
When you rank better in Google, it helps create brand trust and authority. It shows searchers that your site is relevant and that it may be useful for them. They automatically equate high rankings with quality.

Plus, because searchers rarely look past the first page of results, your higher ranking will lead to more organic traffic.

In fact, the top three results of a search tend to get 75% of all organic traffic. The lower you are on the search results, the less traffic you’ll get.

Organic traffic is one of the most dependable sources of traffic and revenue for many businesses. According to research from Hubspot, organic search is responsible for 94% of all web traffic.





And it's not just any web traffic. Thanks to your optimization, it will be relevant, high-quality traffic. These are people who are already looking for you. They're already interested in what you're selling.

With SEO, you're ensuring that your website is always working for you, and your website is always active. As Neil Patel, the popular SEO expert says, your website is your 24-hour salesman.



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This is the revenue attribution data for one of our clients over 6 months (December through May).

This client has a 10% conversion rate on visitors that purchase on the website with an average order of \$100.

The client invested \$12,000 per month on our SEO strategy across 16 locations.



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When it comes to SEO, the first thing you need to focus on is your website.

Your website should load quickly. You can check how quickly your current site loads on Google's PageSpeed Insights. This is part of creating a good user experience, which Google now prioritizes.

Your website should also look great on mobile devices. Google is prioritizing mobile more and more as searchers increasingly use their smartphones to search, browse, and shop.



You also need to consider the URL structure and your site architecture. This means that any pages in addition to your homepage need to be organized in a way that makes sense to Google and your web visitors. For example, your location pages should use your dispensary page as a parent page.

The URLs you use matter as well. They should clearly identify what's on the page. Let's say we're doing location pages for your dispensaries in Massachusetts. We would use the city names as the URL, so for example, `yourdispensary.com/dispensaries/boston`

When creating pages, you'll want to use the appropriate keywords in your metadata, like your title tags and your alt text.

Another crucial tool, especially right now, is your online menu. To be able to measure the success of your SEO strategy, you need a menu like Olla, Woo-commerce, or Dutchie that allows for revenue attribution.

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I mentioned dispensary location pages, and we're going to go into that deeper now because these are crucial for reaching local audiences in each of your markets.

To properly optimize your dispensary location pages, you need to have a keyword for each of your pages and use that keyword within your title tag, your alt image text, and the content of your page.

When we create a location page for our clients, we also include directions to the dispensary from nearby locations, a list of amenities and local attractions, and an



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embedded Google map.

In addition, we include schema, which is a vocabulary of tags that can be added to your HTML code. Schema provides Google with more information about your website so it can index it properly.

Basically, we're spelling out everything for Google and showing how relevant your site is for local queries.

Your website content is vital for getting people to your site and keeping them there. Creating quality content can help boost your Google ranking and help you convert more visitors into customers.

When creating content, make sure to include blog posts that showcase local events or places. This helps increase your local SEO for those locations. For example, you may want to highlight the best food trucks in your city or the most beautiful places to hike while high.

Educational content also helps you showcase your authority and cement your brand. This is especially useful for medical dispensaries. No need to make medical claims, just provide information about cannabinoids, terpenes, cultivars, and current research or news.

Content about your product selection or vendors can help you show up in search results when potential customers try to search for them.

Your content should use relevant keywords and be written for your audience—not a search engine. Old strategies like keyword stuffing will actually hurt your search rankings because Google wants to provide users



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the best experience possible. Google won't send users to a site that looks spammy.

You also want to make sure your content is working for you. Use strong calls-to-action and make sure to have email and text opt-ins on your pages and blog posts.

SEO isn't just your website. There are off-site factors that can impact your ratings as well. We're going to jump into those now.

The first one is your Google My Business profile.

"The State of Local SEO" report released this week by Moz shows that your Google My Business or your GMB profile is the most important local ranking factor.

It's free to create a profile, and if you haven't already, you should claim each of your locations.

When creating your GMB profile, make sure to use the actual name of your dispensary and then follow it by the word dispensary. For example, Rise would be Rise Dispensary. Do not add in the name of your city or try to stuff your name with keywords.

You should create a description of your location that includes relevant keywords, the types of products you carry, and anything that helps set your dispensary apart.

Make sure that your name, address, and phone number are correct and that they are the same as they appear on your website.



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The second most important off-site local ranking factor according to the recent Moz report is reviews.

Google wants to send people to the websites that best match their search. Part of this is ensuring they have a positive experience there. To do this, they rely on what others have said.

To rank well, you'll want to get at least one new review a day and score a 4.7-star average. Fewer stars will result in fewer sales. Customers take reviews into account when making a purchase, so this isn't just about SEO. It helps you on two fronts.

Because we're talking about SEO, Google reviews are the most valuable. While other reviews are helpful when customers are shopping around, when it comes to SEO, Google is King.

To get reviews, you'll want to make sure your budtenders are asking your customers for them after a positive experience. You can also create flyers with a QR code to place in bags or re-engage customers with SMS to ask for a Google review.

In terms of reputation management, you should check your reviews regularly and respond to both positive and negative reviews.

For negative reviews, try to take the encounter offline by offering your phone number. If you're able to address the reviewer's concerns, they may be willing to update their review and leave you positive feedback instead.



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Our last off-site ranking factor is link building.

Creating a link building strategy will help showcase the relevance and authority of your website.

Link signals account for about 28% of organic ranking factors and 17% of Google's local pack ranking factors, so you can't ignore it.

When people link to your site, they're essentially endorsing you. Those links help to build site authority. They tell Google that people like your content and that it's relevant.

The best way to get backlinks is to create good content that people want to share via social or on their own blog posts. By showcasing your knowledge of the industry and of cannabis in general, you can create content that people want to link to. You can also guest post on relevant sites to help build your links as well.

Another way to get links to your site is by ensuring you're listed in directories like Yelp, Weedmaps, and Leafly and by speaking or presenting at cannabis events and conferences.

The quality of the links matters, of course. While you want many links, they should be from relevant sites or individuals as their domain authority helps increase the value of the link. Plus, the text that they use to link to you, known as the anchor text, should be relevant to the content that's being linked to.

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To create your SEO strategy and to measure its success, you need to make sure you have the right tools.



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There are plenty of options out there. Ahrefs and SEMrush can help you do keyword research and SEO audits. You can also track your website to see how your rankings change over time.

To track and monitor the effectiveness of your SEO strategy, you need to ensure you have Google Analytics set up properly. Too many dispensaries think they have Google Analytics set up correctly, but we've often had to fix it for clients, so make sure you've set it properly to get all of the benefits. Google Search Console should also be enabled.

Of course, to create the pages and content on your site and optimize them, you need a team of people dedicated to your SEO efforts, including a web developer and designer, a copywriter, a blogger, and an SEO specialist at the minimum. The simplest way to hire all of these professionals without crushing your budget is to work with an established agency like Foottraffik.

Now that you have your tools, you need to start tracking.

Saving your site in Ahrefs (A-Rafs) will allow you to monitor how you're ranking for particular keywords, what your domain authority is, and the number of backlinks you have. Being able to monitor changes means you can test out different strategies and see which ones work best for your company.

Once you have your Google Analytics set up, you should use it to track your organic traffic month over month and your ecommerce revenue.



Using your Google Search Console, you can find new keywords to rank for.

You can even use your GMB profile to get more information. Using insights, you can see what people are doing when they view your profile. Are they asking for directions? Calling you?

This is the information you need to make your SEO strategies more effective and reach your goals.

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Here is another case study from one of our MSO clients out of the East Coast. For the last 6 months, they generated \$1.1 million revenue from SEO with an investment of \$30,000 across 5 locations.

This client invested in an integrated SEO campaign using a combination of content marketing. We wrote 10 new articles per month for their blog.

We invested heavily in link building and on-page optimization. Plus, we implemented a strategy to increase Google reviews.

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Everyone wants to get to the top of Google. It's valuable real estate. Those top three results get 75 percent of the clicks. By creating a robust SEO strategy, you can start moving your website up the rankings and get more customers to your site.

At Foottraffik, SEO is in our blood. It's the first service we



	<p>offered, and it's one that continues to drive sales for our clients. In fact, our SEO provides our customers with the greatest return on investment in comparison to all of their other digital marketing strategies.</p>
<p>Slide 19</p>	<p>SEO deal \$999 per location per month</p>
<p>Slide 20</p>	<p>Questions?</p> <p>How long does it take to see results?</p> <p>How do you track results?</p> <p>We now have one dispensary location. Is the \$999/month applicable to one location?</p> <p>How granular/local do our Google listings need to be?</p>
<p>Slide 21</p>	<p>Thanks for joining us today.</p> <p>Also, for sticking with us, you've qualified for your free yeti.</p> <p>Let's get your shipping information and get one of those to you quickly. Schedule a call at foottraffik.me/call</p>

