

WEBINAR

How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

Slide 1	<p>How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign</p> <p>Get More Sales via Organic Traffic</p>
Slide 2	<p>Today, we'll be covering:</p> <ul style="list-style-type: none">• The value of a successful SEO campaign• What you should be tracking• How to get the most from your data
Slide 3	<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>

How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign



<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

Slide 4

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.

Slide 5

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.

Slide 6

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 you must have a robust SEO strategy and a team to implement it. Otherwise, searchers will go right to your competition.

When your SEO is working for you, you'll rank better in Google, which helps create brand trust and authority. It shows searchers that your site is relevant and may be useful to them. Plus, because searchers rarely look past the first page of results, your higher ranking will lead to



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

more organic traffic.

This all sounds great, right?

But I've found that while it's easy to talk about the benefits of SEO, it's often much harder to show the ROI in a quantifiable way. So that's what we're going to do today.

If you want to learn more about the basics of SEO, check out our previous webinars at [Foottraffik.co/webinars](https://www.foottraffik.co/webinars).

Slide 7

The goal of SEO is to increase organic traffic to your website and drive sales. When done correctly, this isn't just any traffic. It's highly qualified traffic. That means that these are people who are interested in your products and searching for a dispensary.

Perhaps, the website visitor wants to learn more about cannabis, schedule a consultation, or start shopping on your ecommerce menu. Whatever the case, they are interested in your dispensary and they are more likely to convert because of this.

Ultimately, SEO makes your site easier to find.

Because Google is concerned with serving up the best results for queries, they value the same things that search users do. This means that working on your SEO is also going to make your site more user-friendly.



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

Slide 8

In this case study, we will explore a medical dispensary in Maryland that we've been working with for over 3 years.

We've scaled their organic traffic by 500% over the past two years using hyperlocal SEO efforts.

They are currently investing \$5,000 per month towards an SEO initiative. This is a view of their organic traffic and revenue for Q2.

They're currently using the Dutchie menu, so we can track all revenue coming from organic traffic. As you can see, the value of organic traffic is undeniable. This is a long-term strategy.

Slide 9

To make the most of your SEO strategy, you need to track and monitor your performance and make changes based on the information you gather.

What should you be tracking?

Using a tool like Google Analytics, you should monitor the following metrics.

Traffic: To ensure that your efforts are working, you need to track how many visitors come to your website. With Google Analytics, you can see the traffic for all of your pages, including your home page, your location page, and your online menu page.

Bounce Rate: Your bounce rate is the percentage of people that leave your website after visiting only one page. If certain pages have a high bounce rate, you may need to reconsider your content or how your pages are



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

organized. Other pages, like the order confirmation page, will inevitably have a high bounce rate because users have finished using your website.

New & Repeat Visitors: Of course, you want to know how many people are visiting your website. You also want to know how many of those individuals have visited your website before and how many are visiting it for the first time.

Sessions: Sessions are synonymous with visitors. This tells you how many times users have visited your website in a set period.

New Session %: Tracking your new session percentage lets you see how many new visitors you've drawn to your website in relation to repeat visitors.

Average Session Length: This is how long, on average, people stay on your website. If you have a low session length, you may need to look at your site architecture or landing pages to ensure they are easy to use and that they are helping to convert visitors.

Pages per Session: Pages per session is the number of pages a visitor engages with during their session.

Slide 10

In addition to tracking website visitors, it's crucial that you track how these visitors interact with your online menu.

Transactions: This is the number of total transactions that are attributable to organic search traffic.

Revenue: The total sales amount for transactions



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

attributable to your organic search traffic.

Conversion Rate: A conversion is the completion of a desired action. You may have multiple conversions that you want to track. For example, you may want to monitor how many email or SMS signups you get, how many people filled out a particular form, and how many people clicked through to your menu.

Ecommerce Conversion Rate: This conversion rate is concerned solely with the percent of individuals who visit your website and make a purchase.

Average Order: The average order is the revenue attributable to organic traffic divided by the number of transactions attributable to that same traffic.

These numbers help give you an overview of how much you're making from your organic search traffic. They can also help you identify issues on your website so you can better optimize your user experience and score more sales.

Slide 11

Once you have this data, you can begin uncovering the ROI of your SEO.

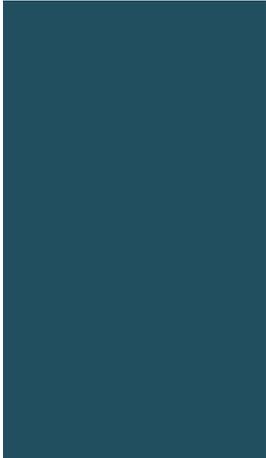
Take a look at the revenue from the transactions attributable to your organic traffic and subtract your SEO costs. Then divide that number by your SEO costs.

For example, if you made \$1,000 in sales from organic traffic after spending \$100 on SEO, you would subtract \$100 from \$1,000 and then divide that number by \$100. Our example here would equal 9, which means that for



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>



every dollar spent on SEO, we made \$9 in revenue.

This is a bit of an oversimplification of the ROI of SEO, though, because there are other factors off of your website that contribute to SEO and which can also lead to sales.

When attempting to understand the effects of your SEO strategy, you should also keep an eye on your Google My Business profile and your page rankings.



Slide 12

Google My Business is a valuable SEO tool and resource. Because most web traffic happens on Google, it's crucial that you make the most of your free Google My Business profile.

Your Google My Business profile impacts your off-site SEO and helps you build your trustworthiness. It is the most important off-site local SEO factor, so you need to optimize your profile and keep it up to date so that you show up in local searches.

To measure the effectiveness of your GMB profile, you should track these metrics.



Slide 13

Direct search impressions: This is the number of times you show up in searches when an individual inputs your name or address.

Discovery impressions: This is the number of times you



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

Slide 14

show up in searches when an individual is trying to find a dispensary near them or cannabis products.

Branded impressions: This is the number of times you show up in searches when an individual searches for your brand or related brands.

Total search impressions: This is how many times your dispensary GMB profile showed up in searches.

Total Views: This is the total number of views your profile has received in a certain period of time. Not all impressions lead to views, so this number will be lower than your total impressions. If it's much lower, though, you may need to rework your profile to get more people to view it.

Views on Maps: This is when someone searches for you via Google Map.

Total Actions: This is the number of actions taken from your profile, including website visits, directions requests, and phone calls.

Website Visits: This is the number of individuals who clicked through to your website from your GMB profile. These individuals want to learn more about you or place an online order.

Directions Requests: GMB allows you to monitor how many people requested directions to your address. This is a good indicator of how many individuals are interested in visiting your dispensary.



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

Slide 15

Phone Calls: You can also track how many people click on your phone number to call you.

So what can you do with this information? Initially, you'll want to track your numbers over time.

If they seem low, you'll want to reoptimize your profile to ensure that you're painting a positive picture of your dispensary and encouraging people to click through to your website or get directions.

By monitoring your metrics over time, you can identify challenges and address them quickly.

You can also measure the effectiveness of your SEO by looking at how frequently you came up in search results and what search queries your profile appeared for.

With SEO tools like Ahrefs or SEMRush, you can track and measure the performance of different webpages and keywords over time to determine whether your SEO strategy is helping you rank higher in search results.

There are multiple things you can track with these tools, so I'm just going to mention the most important ones.

Page rankings: Your page rankings are where your webpages show up in search results. There are generally ten organic search results per search page. So if you rank number 1 on the first page, you're the top organic search result. There may be results that come before you, like Google Ads results or a featured snippet, but this is the best position to be in. The further down you go on the search results page, the fewer clicks you get. That top



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

result gets just over 31% of all clicks, according to Backlinko, the popular SEO site. If you aren't in that top spot, you can increase your clicks by 30% by moving up a rank. SEO will definitely get you more clicks as long as you consistently practice it and stay on top of all the best practices.

Keyword rankings: This lets you identify how well the keywords you rank for are doing over time. You may find that some keywords have less traffic over time or that others fare better. Knowing this can help you better optimize your pages so that you keep getting new organic traffic.

Competitors' pages: You can also track how well the competition's website is doing. Some tools also let you see what they're ranking for so that you can ensure that you're optimizing your website for the best keywords.

Slide 16

SEO has a lot of components. Plus, Google's algorithm is a secret and is constantly being changed.

This means a couple of things. One, that you need to consistently be doing SEO because changes to the algorithm can affect your rankings at any time.

And two, that you won't always know the impact of particular SEO activities on your rankings or sales right way. For example, if you spend some time link building and then see an increase in traffic, it could be that your link building helped or it could be an algorithm change that has bumped up your ranking because of your SEO efforts in general.



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

Slide 17

Regardless, the value of SEO is still clear, and the return on investment is undeniable. If you don't want to drop down in the rankings and have your competitors overtake you, then you need to continue to invest in this strategy.

I do want to mention that SEO is not a quick fix. SEO is a long term marketing strategy, that is a marathon, not a sprint. It may take 3-6 months to see the results of your efforts, but throughout the process, you'll be making your website better and improving the user experience for your customers. This can include creating educational content, improving your site architecture to make it easier to navigate, and creating more prominent calls-to-actions to optimize your landing pages and encourage more conversions.

If you're concerned about driving traffic instantly to your website, you need to ensure that Google Ads and Geo Ads are a part of your digital strategy.

SEO will drive more traffic to your website, it's just not instant. For most of our clients, we've found that strategy using all three of these services is ideal for creating a pipeline of long-lasting leads and increasing sales.

Slide 18

This is a lot of dense information, so let's take a look at another case study.

In this case study, we'll take a look at a medical dispensary out of New York state.



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

Slide 19

This is another long-term client of ours that we've worked with for over 3 years. They've invested \$5500 per month to focus on driving organic growth through content marketing and link building.

Over the course of the last year, we've increased their organic significantly and generated 2.2 million in revenue annually from August 2019 to July 2020.

Revenue: \$2,201,615.76, Investment: \$66,000, ROI: $(2,201,615.76 - 66,000) / 66,000$, 32 to 1

The metrics I've shared today are all valuable, but it can be difficult and frustrating to set up the proper analytics tools to track everything.

At the same time, it's crucial that you know what's happening with your website and your Google My Business profile.

When you work with Foottraffik, we do all of this for you.

We're big believers in Marketing analytics and revenue attribution. We feel our clients deserve to know exactly what they're getting for their marketing investment.

I'll be honest—most digital marketers don't do this. Either they don't know how to set it up or they don't realize the importance of being able to show how their efforts lead to sales.

Whatever the case, we've made it a priority to create the systems that allow us to provide this information for our clients.



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

We've changed our processes to ensure that we can provide revenue attribution whenever possible so our clients can continue to invest their marketing budgets wisely.

We've pushed all the dispensary ecommerce companies to include this in their out-the-box functionality for ecommerce tracking, so that you can get more transparency into what marketing campaigns have the best ROI, and which ones don't.

And what we've seen across the board is that our clients have been able to maximize this data to increase their budgets in a way that directly leads to more sales.

Slide 20

Rank at the top of search results for your city and reach your peak.

We're now offering \$1,000 off your first month of SEO when starting a three-month campaign. This offer does expire. To take advantage of this offer, you need to schedule a call with us within the next week.

Slide 21

Questions?

- Highest impact SEO tactics?
- Why types of SEO tactics do you do? (Link building, reputation management, on-site and off-site technical SEO, content marketing)



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>

Slide 22

Thank you 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



How to Unlock the ROI of Your Dispensary Marijuana SEO Campaign

<https://www.foottraffik.co/webinars/how-to-unlock-the-roi-of-your-dispensary-marijuana-seo-campaign-2/>