

SEO CASE STUDY

Driving Growth in the Cannabis Industry: A Case Study on How Strategic SEO and Website Design Contributed in Loudpack Exotics' Online Success.

Client: Loudpack Exotics

Website URL: <https://www.loudpackexotics.com/>

Company Overview

Loudpack Exotics is a NYS licensed cannabis dispensary, offering high-quality, lab-tested CBD products. From cannabis flower, gummies and concentrates to oils, edibles, and various CBD products, the company is proud to provide clients with the highest quality legal cannabis products.



In Nov 2023, the owner of 'Loudpack Exotics' hired webWAH! to create a new attractive & appealing website, and to develop online visibility in the major Search Engines, as well as increase website traffic & lead generation.

Challenges:

When **Loudpack Exotics** came to webWAH!, they had three major challenges:

- a) They were not having a website to establish their online presence and begin reaching digital customers.
- b) They weren't sure how to reach potential customers.
- c) They needed to increase their brand visibility in a highly regulated industry where paid advertising campaigns were not an option and were completely restricted.

Core Objectives:

- The client was looking for a website that would be user-friendly, creative, and create a professional first impression with the website visitors.
- The CBD industry is highly competitive, with numerous brands vying for consumer attention. So, achieving first page ranking for their targeted keywords was the prime concern.
- Establishing a strong business image. Increase the search engine rankings and website's traffic.

The Strategy:

- To establish an online presence and visibility, webWAH! Team created an SEO Friendly, Eye Catching responsive website. This website would serve as a platform for potential customers to discover and learn about the business and their offerings.
- After the launch of the website, at the very beginning stage, webWAH! Team conducted extensive keyword research to identify high-value, relevant keywords for the client's business that would drive targeted traffic to the website.
- Optimized on-page elements of the website, including meta tags, headers, and internal linking, to better align with the target keywords and improve search engine visibility.
- Optimized Google Business Profile (GMB) with accurate keywords, business details, and focus on local geo-targeted keywords to improve local search results and visibility.

The Results

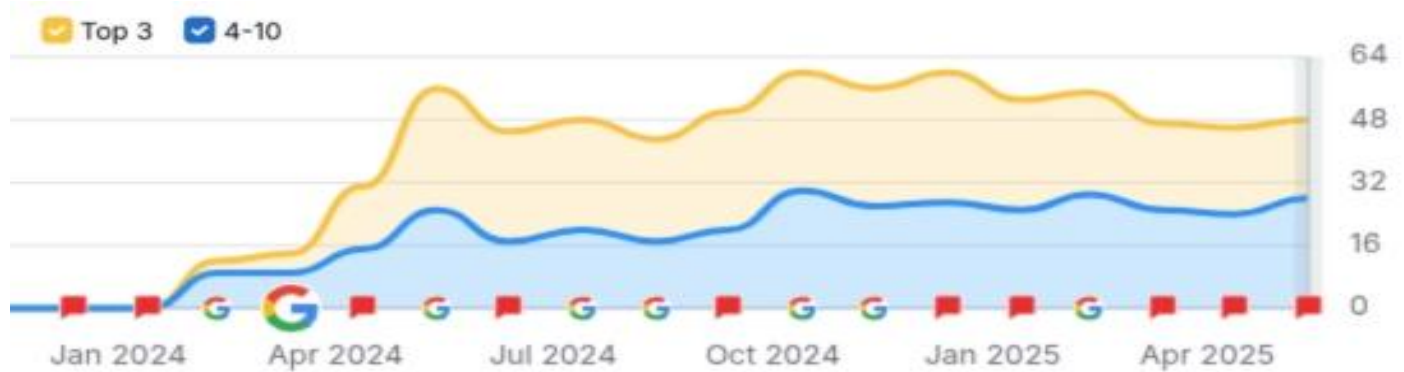
Through strategic planning and execution, webWAH! was able to drive traffic to the company's website. The results of our SEO promotion accelerated the growth of the business beyond expectations & ultimately elevating the company's position in the market and setting a new standard for its competitors.

We achieved the following results in just 10 months:

S.No	Before SEO	After SEO
1.	The business did not have a website to represent its brand.	Created a unique, appealing, and search engine friendly website.
2.	Did not rank for any keywords in search results.	Ranks on Google for over 200+ keywords.
3.	No online presence in their serving areas.	Now ranking in all serving areas.
4.	No traffic to the website.	Receiving avg. 6K+ visits per month.

100%

OF KEYWORDS INCREASED IN RANKING

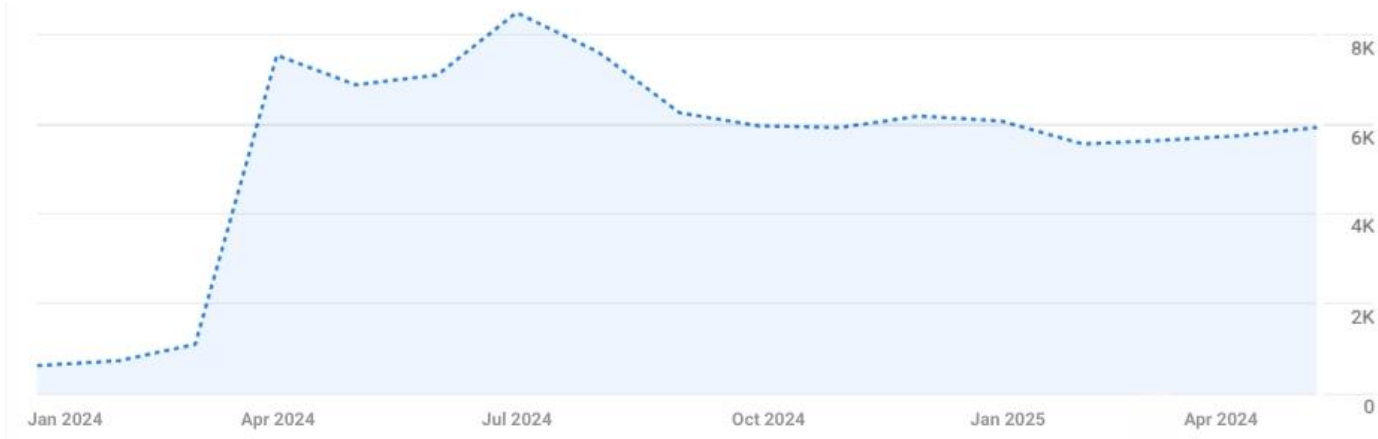


Keyword	Before SEO	Ranking
Cannabis Beverages Dewitt NY	Not In Top 100	A, 1
Cannabis Concentrates Dewitt NY	Not In Top 100	A, 1
Cannabis Dewitt NY	Not In Top 100	A, 1
Cannabis Dispensary Dewitt NY	Not In Top 100	A, 1
Cannabis Drinks Dewitt NY	Not In Top 100	A, 1
Cannabis Edibles Dewitt NY	Not In Top 100	A, 1
Cannabis Gummies Dewitt NY	Not In Top 100	A, 1
Cannabis Joint Dewitt NY	Not In Top 100	A, 1
Cannabis Puff Dewitt NY	Not In Top 100	A, 1
Cannabis Shop Dewitt NY	Not In Top 100	A, 1
Cannabis Store Dewitt NY	Not In Top 100	A, 1
Cannabis Topicals Dewitt NY	Not In Top 100	A, 1
Cannabis Vapes Dewitt NY	Not In Top 100	A, 1
Cannabis Vaporizers Dewitt NY	Not In Top 100	A, 1
High-Quality Cannabis Dewitt NY	Not In Top 100	A, 1
Order Cannabis Online Dewitt NY	Not In Top 100	A, 1
Pre-Rolled Joints Dewitt NY	Not In Top 100	A, 1
Pre-Rolls Dewitt NY	Not In Top 100	A, 1
Premium Cannabis Concentrates Dewitt NY	Not In Top 100	A, 1
Shop Cannabis Dewitt NY	Not In Top 100	A, 1
Shop Cannabis Gummies Dewitt NY	Not In Top 100	A, 1
Weed Dewitt NY	Not In Top 100	A, 1
Best Cannabis Dispensary Dewitt NY	Not In Top 100	A, 2
Marijuana Dispensary Dewitt NY	Not In Top 100	1
Marijuana Shop Dewitt NY	Not In Top 100	1

Marijuana Store Dewitt NY	Not In Top 100	1
Order Cannabis Edibles Dewitt NY	Not In Top 100	1
Shop Marijuana Dewitt NY	Not In Top 100	1
Weed Delivery Dispensaries Dewitt NY	Not In Top 100	1
Weed Dispensaries Dewitt NY	Not In Top 100	1
Weed Drinks Dewitt NY	Not In Top 100	1
Weed Shop Dewitt NY	Not In Top 100	1
Weed Store Dewitt NY	Not In Top 100	1
Cannabis Flower Dewitt NY	Not In Top 100	2
Pre-Rolled Blunts Dewitt NY	Not In Top 100	2
Cannabis Puff East Syracuse NY	Not In Top 100	B
Pre-Rolled Joints East Syracuse NY	Not In Top 100	C, 7
Cannabis Drinks East Syracuse NY	Not In Top 100	3
Cannabis East Syracuse NY	Not In Top 100	3
Cannabis Edibles East Syracuse NY	Not In Top 100	3
Weed East Syracuse NY	Not In Top 100	3
Cannabis Dispensary East Syracuse NY	Not In Top 100	4
Cannabis Shop East Syracuse NY	Not In Top 100	4
Marijuana Dispensaries East Syracuse NY	Not In Top 100	4
Marijuana Dispensary East Syracuse NY	Not In Top 100	4
Marijuana Store East Syracuse NY	Not In Top 100	4
Shop Cannabis Gummies East Syracuse NY	Not In Top 100	4
Shop Marijuana East Syracuse NY	Not In Top 100	4
Weed Dispensaries East Syracuse NY	Not In Top 100	4
Weed Shop East Syracuse NY	Not In Top 100	4
Weed Store East Syracuse NY	Not In Top 100	4
Cannabis Store East Syracuse NY	Not In Top 100	5
Pre-Rolls East Syracuse NY	Not In Top 100	5
Shop Cannabis East Syracuse NY	Not In Top 100	5
Cannabis Concentrates East Syracuse NY	Not In Top 100	6
Cannabis Flower East Syracuse NY	Not In Top 100	6
Cannabis Vapes East Syracuse NY	Not In Top 100	6
Cannabis Vaporizers East Syracuse NY	Not In Top 100	6
Order Cannabis Online East Syracuse NY	Not In Top 100	6
Cannabis Beverages East Syracuse NY	Not In Top 100	7
Cannabis Gummies East Syracuse NY	Not In Top 100	7
Cannabis Topicals East Syracuse NY	Not In Top 100	7

*These are the keywords of two locations only, whereas the website is ranking on the first page for multiple serving areas.

845.22%
INCREASE IN WEBSITE SESSIONS IN JUST 16 MONTHS



Traffic Growth

