

WEBINAR

Dispensary SEO: The Secret Weapon You Didn't Know You Needed

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/marijuana-dispensary-search-engine-optimization-seo/>

Slide 1

Dispensary SEO: The Secret Weapon You Didn't Know You Needed

Score more Google traffic and get more sales

Slide 2

SEO can help you increase your website visibility, build your brand, and score more customers.

Today, we're going to cover what SEO is, the keys to a successful strategy, and the 3 things that have the most impact on how you rank.

Plus, we'll get into how to start implementing your new SEO strategy quickly and effectively.



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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>
Slide 4	<p>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.</p>
Slide 5	<p>A couple of housekeeping items before we get started.</p> <p>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.</p> <p>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.</p>
Slide 6	<p>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.</p>

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Slide 7

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 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



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Slide 8

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.

We hear plenty of excuses for people not using SEO. People say that they already show up in search results for their name, or that their customers know how to find them.

Some people just don't understand what it is and think that they'll automatically show up in search results because they have a good dispensary.

SEO, is a way to get new customers and to capitalize on your digital presence. It helps set you apart from the competition and increases the value of your website to potential customers.

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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Slide 9	The data from our customers shows that 50% of all online order revenue comes from SEO.
Slide 10	Pie Chart
Slide 11	<p>Let's dive into the key parts of a good SEO strategy.</p> <p>With SEO, you're trying to make it easier for customers to find you when they use particular keywords. At the same time, you can't overuse those keywords, or you'll get penalized.</p> <p>Keywords should appear in both headings and content, and your content should be relevant to the keywords you're using.</p> <p>For cannabis, you can create content around your products, the plant, your local area, and more, and remain relevant for crucial search terms. This helps improve your site authority and shows Google that you know what you're talking about.</p> <p>For example, if you go to our website, you'll see pages for each of our services, and then you'll also find that many of our blog posts relate to our services or to clients interest.</p> <p>There are a few different types of content you can create. Of course, you have your webpages, like your location page that clearly shows where your dispensary is and should be optimized for your city or neighborhood. You</p>



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can also create pillar pages and blog posts to help increase your authority and strengthen the likelihood that your site will rank for those keywords.

Slide 12

Page speed also impacts your SEO. Google doesn't want to link to pages that have a poor user experience, and your loading time is part of that.

How long it takes your site to load matter. If it takes longer than three seconds to load, people are going to leave and go to your competitors.

If you want to rank higher, check that your website is loading optimally. You may need to compress images or remove unnecessary components or plugins that are slowing down your load time.

Slide 13

The third key we're sharing today is mobile responsiveness.

More and more searches are being done on mobile, and 96% of those are on Google. Because of this, Google has made how your site looks and works on mobile devices an important ranking factor.

Again, this has to do with the user experience. Google wants people to keep using their search engine. They're in the business of finding the best solution to a search, so they're more likely to show sites that work well on different devices.



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Slide 14

With our website themes, your site is already guaranteed to look good on mobile.

Key number four — your URL and title tags are another opportunity to increase your search rankings. Your keyword and the subject of the page should be clear from the title of the page, the URL, the content, and the image alt text.

The URL, of course, is your website's location. For us, that's [foottraffik.co](https://www.foottraffik.co)

If I wanted to create a page around dispensary SEO, I would use that in the URL as the slug, which is what comes after your domain name. The page's URL would then be [foottraffik.co/dispensary-seo](https://www.foottraffik.co/dispensary-seo)

Notice that it's clear, you know exactly what will be on the page—information about dispensary SEO, which also happens to be our keyword. There's no date, so it won't seem out of date in a couple of years, and there are no unnecessary numbers or characters.

We also only mention the keyword once. Don't keyword stuff unless you want to get in trouble with Google, but try to be descriptive and clear.

At the same time, and here's where art and science meet, you need to make sure that everything you write is geared towards real readers. That means that while you need to keep Google in mind, you can't just write for SEO.



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Slide 15

Key 5 — Backlinks are another vital part of ranking better on Google.

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.

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.

Slide 16

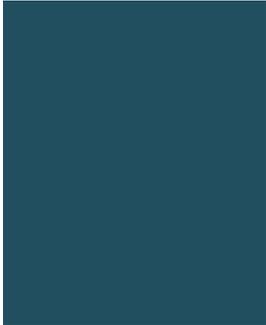
The last key we're going to cover today is N A P.

Search is local. Make sure you improve your chances of showing up in the local pack. Check that your name, address, and phone number are the same on your



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website and on all of your listings, including your Google My Business profile.

Not only does this help customers actually reach you, but it shows Google that you are who you say you are and increases your trustworthiness.



Slide 17

You may have noticed that the important SEO factors we mentioned all had one thing in common. They all make the user experience better.

As I said before, Google is in the business of showing searchers the most relevant results. If you want to be one of those, then you need to showcase three things that impact the user experience: expertise, authoritativeness, and trustworthiness.

Everything I've covered until now helps showcase these three things. By creating content and optimizing your site around your relevant keywords, you build credibility.

All of the components of good SEO work together, so it's important to create a comprehensive strategy that works on all fronts.



Slide 18

One surprising factor that can help boost your expertise, authoritativeness, and trustworthiness is reviews.

That may seem surprising, however, Google does take into account what people are saying about you when they



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determine how you rank. If you have poor reviews, Google isn't going to consider you an expert or as trustworthy.

Getting more good reviews, and getting them consistently, can help provide you a boost in this area. You'll also want to respond to negative reviews and resolve those when possible.

When creating a review strategy, focus on Google primarily, not Leafly, Weedmaps, or other sites. You want to encourage people who have had a positive experience to leave you a review. You can do this through automated SMS messages or budtender messaging.

Your goal should be to have an average rating of 4.7 stars. 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.

Slide 19

Your competition is doing SEO—and they will try to rank for your keywords.

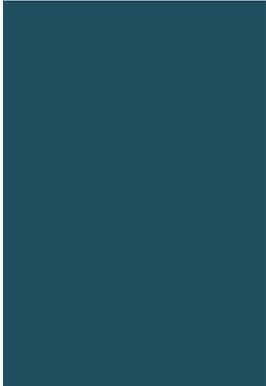
Everyone wants to get to the top of Google. It's valuable real estate. Remember those top three results get 75 percent of the clicks. By creating a robust SEO strategy, you can start moving your website up the rankings and build more trust with customers.

Keep in mind, this is a sustained effort. You need to actively do this because Google changes up the algorithm. If you want to continue to rank well, and even better, rank higher, then you need to invest in dispensary SEO.



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We're running a special offer for today's attendees only.
\$999 instead of \$1499 full SEO strategy
The SEO campaign includes website optimization, 1 fresh blog post, 50 backlinks to increase authority, review management across Google, Yelp, Facebook, Leafly and Weedmaps, and reporting software.



Slide 20

Questions?



Slide 21

Thank you for joining us.
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



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