

WEBINAR

SEO Success: The 10 KPIs You Need to Track to Succeed

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<https://www.foottraffik.co/webinars/cannabis-seo-success/>

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| Slide 1 | SEO Success: The 10 KPIs You Need to Track to Succeed Track These & Watch Your Sales Grow |
| Slide 2 | Today, we'll be covering: <ul style="list-style-type: none">• Why SEO is such a crucial part of your advertising strategy• The platforms you need in place to measure your SEO efforts• 10 KPIs that will clue you in to what's happening with your organic traffic and optimization |
| 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. |



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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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When you do search engine optimization right, you make it easier for your target audience to find you as you climb up the Google rankings past your competitors.

Over 7 billion searches are run on Google daily, and 46% of those are for local searches, like "dispensary near me." Those local searches lead to action. 28% of local searches lead to a purchase and about 76% of people who run a local search on their phones will visit the business they find within a day. Dispensaries are local businesses. If you want to drive traffic to your store or website, SEO is a must.



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When your SEO is working for you, you're more likely to appear in search results for your desired keywords. This is crucial because the top 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.

Imagine having that much more traffic.

And guess what? It wouldn't be just any traffic.

Thanks to your SEO, it will be relevant traffic. That means that the people who are visiting your site will be interested in buying cannabis from you. And if your website is set up right, you can convert those clicks into sales to increase your revenue.

Let's take a look at a case study to see why this matters so much.

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This client is an MSO of medical and recreational dispensaries in Pennsylvania, Maryland, and Massachusetts.

In Q4 of 2020, they invested \$6,000 in SEO. Their investment led to 47 thousand orders and 6 million dollars in revenue.

This was powered by 125 thousand new visitors that we were able to get to their website with a robust SEO strategy.

They were able to make 938 dollars for every dollar they spent on SEO.



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To measure whether your SEO is really working for you or whether you need to tweak your strategy, you need to have tracking and monitoring tools set up.

In addition to having a robust website with multiple pages offering your visitors the information they may need to visit your store or order from you online, you'll need to install Google Analytics.

Google Analytics is a tool to help you understand the number of people who visit your website. It's a standalone platform offered free of charge by Google.

While it doesn't identify visitors by name or other personal identifiers, it tells you important pieces of data, like:

- Where users are located
- What device they're using
- What their traffic patterns are in terms of page views
- How long they spend on each page, and
- What times of day your website receive the most traffic

Make sure you have Google E-commerce tracking enabled so you can get accurate data regarding online transactions. This is crucial for revenue attribution and understanding how much revenue is coming from your organic traffic.

You'll also want to use Google Tag Manager to more easily track your web visitors and see where they're coming from and where they go on your site. This can help you establish revenue attribution across your various digital advertising channels. That way, in addition to monitoring the effectiveness of your SEO strategy, you can track how well your Google Ads or display ads are performing.



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To monitor which keywords you're ranking for, how well your keywords are doing, how many backlinks you have, and other SEO metrics, you'll want to sign up for an SEO tracking tool like SEMRush or Ahrefs.

If you work with an agency like Foottraffik that prides itself on its ability to provide a variety of analytics, you don't need to install these programs or sign up for various platforms. We do all of this for you to ensure everything is set up properly and you can start getting as much data about the effectiveness of your campaigns as possible.

Once everything is up and running and these platforms are tracking your traffic and conversions, you should pay attention to the following 10 key performance indicators, or KPIs.

The first KPI I want to focus on today is keyword rankings.

The keywords you want to rank for are the search terms your ideal audience will be entering into the search box to find you.

These are terms like Santa Rosa dispensary and Santa Rosa cannabis, as well as branded terms that feature your dispensary's name.

These keywords are relevant for people who are ready to buy from you. They know about cannabis, and they know what they want. Now they just need to find a dispensary where they can get it.

If you live in a crowded market, it can be harder to rank for these generic keywords. Have you ever tried running a search for "LA dispensary?" You're going to get several



result pages, and most people aren't going to look past the first few.

If you're in that situation, you can use Google Ads to get the top of search results while building out a more robust SEO strategy to help improve your organic ranking.

In addition to location-specific terms, you also want to rank for adjacent terms like RSO, terpenes, THC vs CBD, et cetera.

These keywords are generally for people who are interested in learning more about cannabis. They aren't ready to buy, but with the right amount of resources, you can create brand awareness so that when they are ready to buy, they'll come to you.

In addition, this more robust keyword strategy can help you improve your domain authority by showcasing that you're an expert in the industry. This helps build trust with your audience while helping you rank higher on Google.

When you use a site like Ahrefs, you can track what keywords you're ranking for and where they point to on your site. You can see historical data and drops in rankings for particular keywords. This is important to monitor because any drop in ranking can affect your sales. Your SEO strategy must be agile, and you must be ready to deal with any changes to Google's algorithm.

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When someone enters a relevant keyword into the search box and Google provides your website as a result, this is called an organic impression.

This number is important because it shows how many



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times people are doing searches that could lead them to your site.

If your organic impressions are high, it means that you're showing up for a lot of searches. This is good, as long as you're also getting clicks.

If your organic impressions are low, you may need to look at your keyword strategy to identify which keywords you're ranking for, which keywords you aren't, and which keywords you can reasonably rank for with additional effort.

Your organic impressions help you determine our next important KPI.

Our next crucial KPI is your click-through-rate, or your CTR.

This is the percentage of people who are clicking on your link in search results. So if you show up in searches for the keyword Seattle dispensary 1000 times and you get 500 clicks, your click-through-rate is 50%.

You will want to track this for your most valuable keywords

If you find that your click-through-rate is low, revamp your title tags and meta descriptions. These two items show up when someone runs a search. Make sure they clearly identify what your page is and show why your page is relevant to the search they've just run. Include the keyword and a description of the page.

For example, if you are a Seattle dispensary near the



airport named Fine Green, your title tag may be something like: Seatac Airport Dispensary - Fine Green. Your meta description would include the keyword Seatac airport dispensary, so it may be something like: Visit Fine Green's Seatac airport dispensary, just minutes from the runway. Save 10% off your first order. Shop our online menu now for easy pickup.

Also, remember that your characters are limited, so be succinct and get to the point.

You should also check that you aren't trying to rank for keywords that aren't relevant to your dispensary. This is wasted effort and won't lead to sales. SEO is all about driving people who are interested in cannabis to your website. If you expand your focus too much and include too many keywords, you may end up with higher impressions, but you won't get many valuable clicks.

If your CTR is low, you need to troubleshoot it so that you don't drop down the search rankings. If Google sees that your site isn't getting clicks, it will think it's not relevant for that particular keyword. Don't let this happen to you! Make sure that you have appropriate title tags and meta descriptions for all of your pages so that possible web visitors know what kind of information they'll get when they click on your links.

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All those people who click your links are your site visitors or traffic. You will want to measure the amount of traffic you are getting to each of your pages, whether they are from new or repeat visitors, the percentage of sessions that are from new visitors, and how long a session lasts.



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With Google Analytics, you can see the traffic for all of your pages, including your home page, location page, and online menu page. This can help you gauge which pages are the most popular sources of traffic.

You can also see whether the people visiting your site are repeat visitors or whether they're first-time visitors. This is important for measuring whether you're increasing your market share and reaching new people. You can use this metric to determine your new session percentage.

To get this number, just divide your new sessions by your total sessions and multiply by one hundred. This metric is useful if your goal is expanding your audience.

Another site visitor metric to track and measure is 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.

Our next KPI is your bounce rate.

If people click through to your site and then leave quickly, that's a problem. It signals to Google that your page isn't relevant to the search because people aren't staying on it.

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 organized. You can also check whether your meta description is accurate.

If you have a high bounce rate, your search ranking will



inevitably drop. To avoid this, keep an eye on this KPI and troubleshoot as necessary.

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Our next KPI is pages per session.

Whereas bounce rates focus on people leaving your site, pages per session focuses on people staying on your site. Specifically, pages per session is the number of pages a visitor engages with during their session.

This lets you see how people interact with your website. Are they going to just a couple of pages or browsing several? If your pages per session is on the low side, you may want to track time spent on your pages so you can identify the most popular content on your website and invest in creating similar enticing content that gets people to look around and stay on your site even longer.

This can lead to more conversions, which is what we're going to cover next.

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Our next KPI is one of the most important for dispensaries: your conversion rate.

You can have multiple conversion rates based on your goals. A conversion is simply the completion of a desired action.

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.

Of course, dispensaries want to make sales, so you should definitely focus on your e-commerce conversion rate as well. This conversion rate is concerned solely with the percent of individuals who visit your website and make a purchase.

It's always worthwhile to try to boost your conversion rate. In addition to ensuring that you have a copywriter compelling creating calls-to-action, you can also boost your conversion rate through design. Your CTAs should be in places that are extremely visible. We always recommend having one above the fold on a webpage, which means that it shows up without someone having to scroll down the page.

A pop-up is an effective way to get people to sign up for your loyalty program, as are banners at the top of your page.

If you are suffering from low conversion rates, you should check how user-friendly your site is. Does it look good on mobile? Is it easy to navigate? Is your site hierarchy logical and clear? Fix any issues you come across that may make it harder for people to order from you.

Now, just a quick note, sometimes a conversion rate is low because of pricing or product selection. If you think this may be a problem for you, scope out the competition to see what they're offering and how much they're charging. Even if you sell higher-end products, you may need to create a first-time customer offer to entice people to try your products to get them acquainted with your brand.



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To uncover the ROI of your SEO, you'll need to be tracking how many transactions can be attributed to your organic search traffic.

Depending on your menu platform, this may be harder than it sounds.

We know that certain menus like dutchie make it super simple to integrate with Google Analytics and to get this information. With other menus, we've found that it sometimes requires manual workarounds to be able to gather the data necessary to measure ROI.

To get the transactions that can be attributed to your SEO, you will want to look at your Google Analytics and tag manager data to identify which transactions resulted from organic traffic.

This won't be your total number of transactions, though it may be a pretty high percentage of them. We've found that SEO can account for 50%+ of our client's transactions!

You should monitor your transactions from organic traffic to spot any dips and troubleshoot your SEO strategy when they arise. You can also use it to identify when sales increase so you can have that verification that your SEO strategy is working.

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Similar to transactions, your revenue attributable to SEO may not be easy to ascertain. You will need to get the total sales amount for the transactions from the previous step. If your analytics are set up correctly, this can be done at the same time.

Once you have that revenue number, you can divide it by



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the number of transactions to get your average order price.

This can help you plan your budget and sales forecasts in the future. You can also compare the average order size of transactions from organic traffic to those of your paid ad traffic to spot any patterns.

You can also subtract the cost of your SEO from the revenue and then divide it by the cost of your SEO to get your ROI. This is a very basic formula, but it helps to show how much you are making for every dollar you spend on search engine optimization.

This is all a part of revenue attribution and understanding the effectiveness of your digital advertising. I'd be happy to discuss this further with you on a one on one call.

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We did a whole webinar on backlinks, so if you want to learn more about them and how to get them, be sure to check that out at foottraffik.me/webinars

To track how many backlinks you have, you'll want to use your Ahrefs or SEMrush account if you have one, or your agency can fill you in regarding these numbers.

Your backlinks help to endorse your site and are an important Google ranking factor. Essentially, they tell Google that you're trustworthy and that you know what you're talking about. More links from quality sites will help boost your rankings.

When you put your website into a platform like Ahrefs, you can see how many backlinks you have and where they're coming from. You can also track your backlinks



over time so you can see if there are any changes and work to increase your links.

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All of these numbers help give you an overview of what pages are helping you bring in traffic and 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.

You'll want to track these KPIs over time and monitor them for changes. They'll clue you in to what's working and what's not, and help you identify when it's time to switch things up.

Ideally, most of these numbers will increase. If you spot dips or an increase in your bounce rate, you'll want to investigate why that may be happening. Google makes changes to their algorithm regularly, and they don't always announce them. If you want to protect your ranking and keep going up the search results, you need to continually invest in SEO best practices and track the effectiveness of your efforts.

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So how can you execute on all of the recommendations we provided here today? You can get the data you need and score more organic traffic with an agency dedicated to your success.

Foottraffik started as an SEO agency just for dispensaries.



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While we've expanded our service offerings, we still only work with dispensaries and delivery services to help them reach more customers and make cannabis more accessible.

We understand the challenges that dispensaries face when trying to advertise, and we aim to remove as many of those obstacles as possible to help dispensaries grow and make more sales.

One of the ways we do this is through custom SEO strategies designed to address our clients' pain points and improve their search visibility.

We run an SEO audit to identify problems and opportunities, then work to fix any issues so that we can drive more organic traffic to your website.

To help you get started on the right foot, we're offering a special deal for today's attendees.

Save 20% off your first month of SEO when you sign up for a three-month package and we'll help you maintain your top spot or climb up the Google rankings.

Now, SEO is a long-term game. You can't expect results in a couple of weeks. It can take up to six months to start seeing the fruits of your labor. That's why it's important to think of this service as a long-term investment.

If you want to supercharge your SEO, we can run Google Ads campaigns to help drive additional traffic to your website. We can talk about how these services work together during your call.



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Any questions?

- What's the most important metric to measure for SEO?
 - There's no one important metric, but if you only want to focus on a couple, be sure to nail down how many people are going to your site and what your e-commerce conversion rate is so that you can see how many sales you're getting as a result of your SEO strategy.
- How can you find the best keywords to target?
 - It can take a lot of keyword research to find the best ones to target. Ultimately, you need to think like a customer and consider what they would search for to find you. You also need to look at the keywords that your competitors are targeting and how hard it is to rank for different keywords. Some of this is made easier by experience. We've been doing this for a long time and have a good understanding of the types of keywords to use and research.

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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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