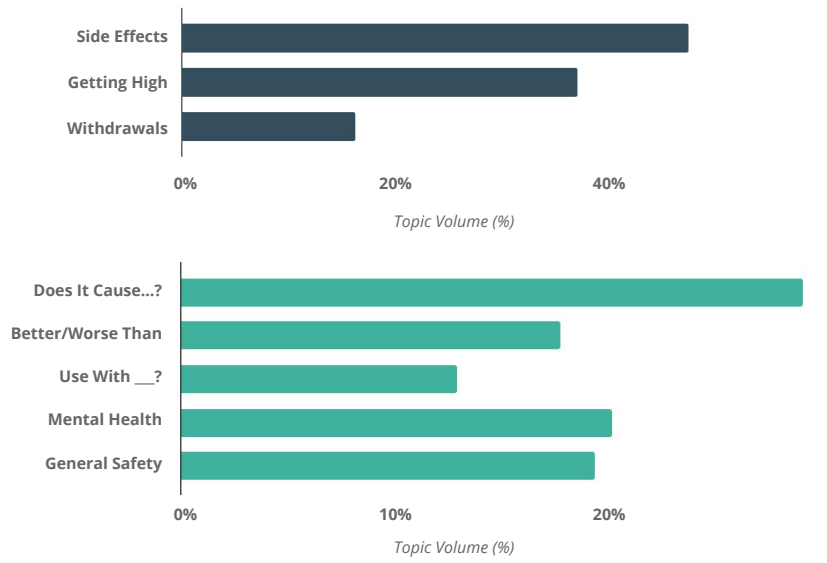
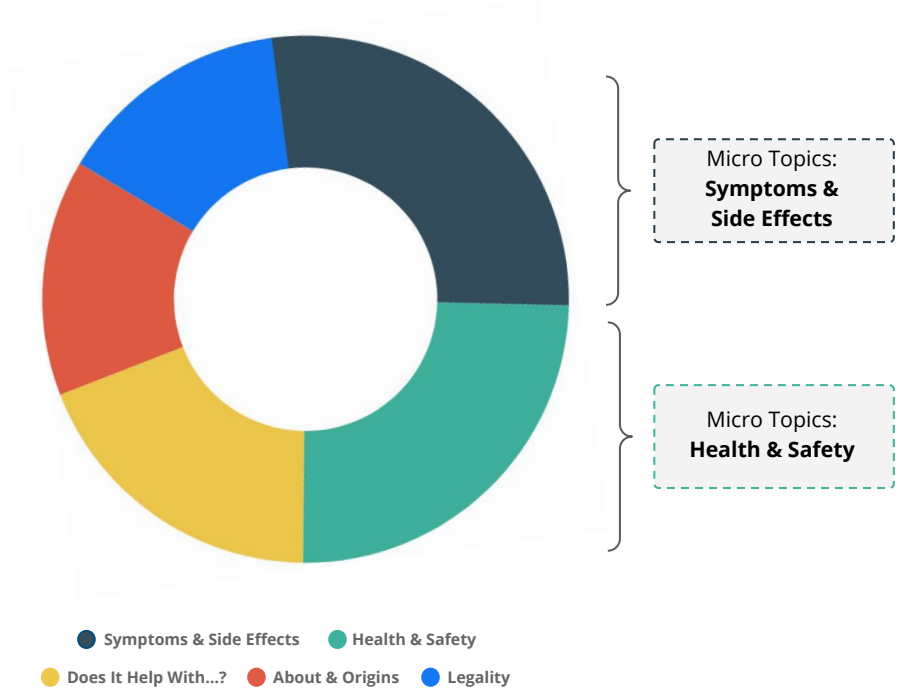




**Ideating CBD Content With Q4  
2020 Search Data (UK Region)**

**Cannabis**

# The most popular questions being asked on Google in the UK about cannabis are related to symptoms & side effects, health & safety, and the use cases for cannabis.



## Digging deeper, the specific questions that people are asking about cannabis symptoms & side effects on Google (UK) are:

### Side Effects

- Can smoking marijuana cause you to pass out?
- What side effects does marijuana have on your heart?
- Why does marijuana always give me a headache?
- How can smoking weed cause headaches?
- Why do our eyes turn red when we smoke marijuana?
- What are the negative side effects of CBD oil?
- Why does my vision get worse after smoking weed?
- Is it normal to get a panic attack from weed edibles?
- Why does marijuana make your eyes bloodshot?
- What causes blacking out after smoking weed?
- Why does smoking weed exacerbate muscle ache?
- What are the effects of smoking weed on mental activity?
- Can smoking marijuana cause diarrhea?
- Is the mental damage of cannabis permanent?

### Getting "High"

- Can you get high off a bud you just picked off a marijuana plant?
- Can we get high from eating raw weed?
- Do pot leaves have THC in them?
- Can you get high from eating cannabis?
- Does cannabis oil make you high?
- Can you get high from CBD oil?
- Does medical marijuana make you high?
- Is medical marijuana an excuse to get high?
- Can you get high from the smell of marijuana?
- Which breed of cannabis has the highest THC level?
- How long does a marijuana high last?
- How to enhance my cannabis high?
- Will eating after smoking marijuana ruin your high?
- Is it possible to not be able to get high from marijuana?
- Is it possible to smoke weed and be high the next day?

### Withdrawal Symptoms

- How to ease cannabis withdrawal symptoms?
- How long do marijuana withdrawal symptoms last?
- Are there any real withdrawal symptoms from cannabis?
- What does marijuana withdrawal feel like?
- Is constipation a weed withdrawal symptom?
- Are flu like symptoms common in marijuana withdrawal?
- Why do I get withdrawal symptoms from cannabis?
- What are cannabis addiction and withdrawal symptoms?
- What stops weed withdrawal?
- What is marijuana withdrawal?
- Can detoxing from weed cause nightmares?
- How long does it take to quit smoking weed?
- Can weed withdrawal cause sleep paralysis?
- Is it hard to quit smoking marijuana?
- How bad are marijuana withdrawals?

## Digging deeper, the specific questions that people are asking about cannabis **health & safety** on Google (UK) are:

### Does it cause...?

- Does smoking weed cause cancer?
- Can smoking cannabis from a bong cause cancer?
- Does marijuana damage lungs?
- Can CBD raise blood pressure?
- Does smoking CBD harm the lungs?
- Does marijuana alter the mind in a bad way?
- Can vaping CBD lead to popcorn lungs?
- Is marijuana vapor carcinogenic?
- Does smoking marijuana reduce testosterone levels?
- Is brain damage caused by weed permanent?

### Is it better or worse than...?

- Is weed worse than cigarettes for your health?
- Is marijuana really better than tobacco?
- Is smoking marijuana safer than smoking cigarettes?
- Is it true that marijuana is safer than tobacco?
- Which is more harmful, marijuana or tobacco?
- What's worse for your lungs, weed or cigarettes?
- Which is safer weed or tobacco?
- What is worse for you: marijuana or nicotine? Why?
- Is eating marijuana safer than smoking marijuana?

### Can I use it with...?

- Can you take metoprolol with CBD oil?
- Can I take cannabis oil with beta blockers?
- Is it OK to take CBD oil with metoprolol tartrate?
- Is cannabis safe with antipsychotics?
- Can you smoke cannabis with type one bipolar?
- Is marijuana ok to use if I'm also taking Seroquel?
- Does marijuana interact with anti-anxiety medication?
- Does cannabis oil interfere with chemo?
- Can we give cannabis oil during radiation therapy?

### Mental Health

- Why is weed bad for people with anxiety disorder?
- Why does smoking weed exacerbate my anxiety?
- Does weed help anxiety or make it worse?
- Can OCD be treated using medical marijuana?
- Can marijuana cause mania in bipolar people?
- How to prevent anxiety while using marijuana?
- What is a better medication for anxiety, Xanax or weed?
- Can CBD oil help with panic attacks and agoraphobia?
- Can cannabis help treat schizophrenia?
- Does weed cause madness?

### General Safety

- Is it possible to die from weed in any form?
- Is weed essentially harmless?
- What reasons are there to stop smoking weed?
- Is vaping bad for your health?
- Is marijuana a dangerous drug?
- Why cannabis are so harmful to us? How?
- Is it dangerous to smoke weed?
- Is it good or bad that I just inhaled cannabis smoke?
- What are the risks of CBD oil?
- How long will thc vape stay in my system?

## Digging deeper, the specific questions that people are asking about cannabis “what it helps with”, about & origins, and legality on Google (UK) are:

### Does it help with...?

- Can marijuana help with my chronic pain?
- How is marijuana good for your health?
- Would you use medical marijuana for ptsd?
- Can CBD oil help an overactive bladder?
- Does marijuana really help in curing certain diseases?
- Is marijuana a good remedy for back pain?
- Does CBD oil help anxiety?
- Does cannabis oil help diabetes?
- Can medicinal weed treat epilepsy and tourettes?
- Does CBD oil help with tendonitis?
- How to use cannabis oil to control cancer pain?
- Can CBD oil help with Crohn's disease?
- Does CBD oil work for pain?
- Is medical cannabis the answer for cancer?

### About & Origins

- What are the benefits of medical marijuana?
- What does CBD oil do?
- Does CBD really work?
- Do CBD oil/pills actually work?
- How is cannabis oil made?
- Are marijuana and cannabis the same thing?
- Does weed go bad?
- Is marijuana an herb?
- How long does marijuana in flower form stay fresh?
- Do cannabis leaves smell like weed?
- What's the difference between cannabis rosin and cannabis oil?
- Are CBD oil and marijuana the same?
- How is THC removed from CBD plants?
- Can you separate THC and CBD?

### Legality

- Where is smoking weed legal in Europe?
- Why is weed illegal in Europe?
- Which countries have legalized use of marijuana?
- Is CBD legal in Europe?
- In what countries is weed illegal?
- Is weed legal in Amsterdam?
- Will marijuana ever be legalised in the UK?
- Why is marijuana legal in Amsterdam?
- Is cannabis legal in Austria?
- Why is marijuana illegal in Britain?
- Is cannabis decriminalized in Switzerland?
- Why is cannabis still illegal in most countries?
- Do you think that the UK will legalise cannabis?
- Why hasn't the Netherlands made weed legal yet?
- How is marijuana treated in Greece?

## Here are examples of highly engaged articles that draw content ideas from trending search data:

| Question/Topic        | Headline  | # of Backlinks* |
|-----------------------|---|-----------------|
| Recommendations       | <a href="#">Discover the 8 Best CBD Oils in the UK</a>                          | 254,868         |
| Does it help...?      | <a href="#">How Medical Marijuana Works, and Which Conditions It Treats</a>     | 32,554          |
| Side Effects          | <a href="#">7 Benefits and Uses of CBD Oil (Plus Side Effects)</a>              | 458,275         |
| Side Effects          | <a href="#">A Detailed Look at the Side Effects of CBD Oil</a>                  | 439,608         |
| About & Origins       | <a href="#">What is CBD? Definition of Cannabidiol &amp; CBD Oil</a>            | 126,379         |
| Does it help with...? | <a href="#">Cannabinoids in the management of difficult to treat pain</a>       | 115,660         |
| General Safety        | <a href="#">CBD: Safe and effective?</a>  | 91,214          |
| Mental Health         | <a href="#">Effects of Marijuana Use: How Weed Affects Your Mind &amp; Body</a> | 36,168          |
| Can I use it with...? | <a href="#">How CBD Interacts with Medications</a>                              | 25,459          |
| Getting "High"        | <a href="#">The 7 Stages of Being High</a>                                      | 18,771          |
| Does it help...?      | <a href="#">CBD for chronic pain: The science doesn't match the marketing</a>   | 10,595          |

\*Backlinks: A backlink is a link created when one website links to another. Backlinks are also called "inbound links" or "incoming links." Backlinks are important to SEO.

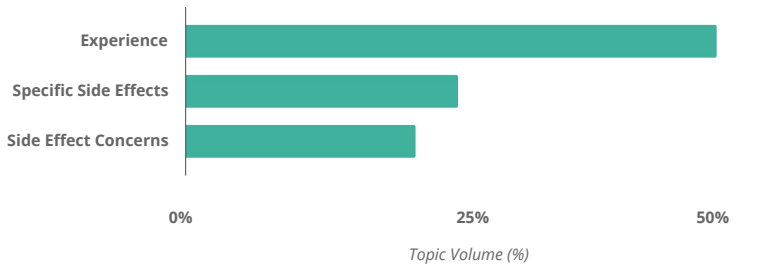
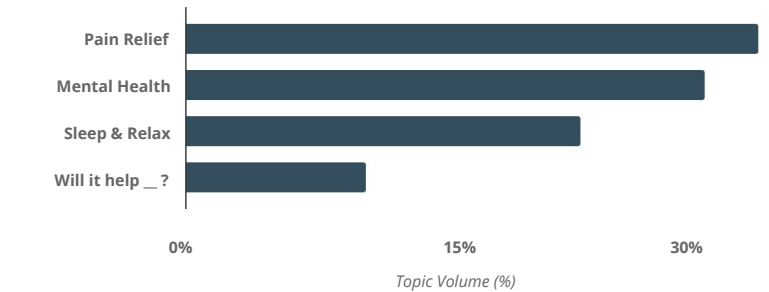
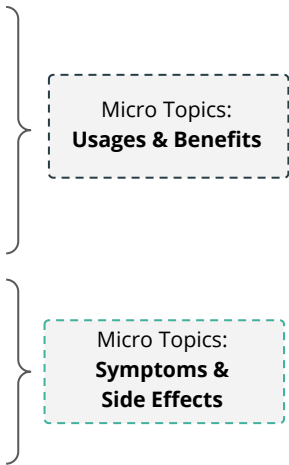
**The sample size for UK-based reddit forums is not large enough to be statistically significant; however, post examples have been updated to reflect UK audience sentiments.**

\*Updated post examples are highlighted\*

# The most popular questions being asked on reddit (global) about cannabis are related to usage & benefits, symptoms & side effects, and ways to use.



- Usages & Benefits
- Symptoms & Side Effects
- Ways to Use
- Recommendations
- Culture & Opinion





# Digging deeper, the specific questions that users on **reddit** are asking about cannabis usage & benefits are:

| Pain Relief  | Mental Health  |
|--|--|
| <ul style="list-style-type: none"><li>• <a href="#">To all People who used CBD against pain or something else, how are you now, did it help?</a></li><li>• <a href="#">CBD recommendation for chronic migraine</a></li><li>• <a href="#">Help, I have chronic pain</a></li><li>• <a href="#">Guidance on CBD oil for migraines</a></li><li>• <a href="#">Desperatly trying to help mothers pain</a></li><li>• <a href="#">It works for endometriosis pain?</a></li></ul> | <ul style="list-style-type: none"><li>• <a href="#">CBD Capsules for Anxiety/Depression?</a></li><li>• <a href="#">What's the best product to start with for anxiety?</a></li><li>• <a href="#">CBD oil recommendations for depression and anxiety?</a></li><li>• <a href="#">Newbie too CBD - Some help appreciated! (Anxiety)</a></li><li>• <a href="#">Low dose CBD oil for depression anxiety</a></li><li>• <a href="#">Advice on CBD for anxiety</a></li><li>• <a href="#">Blown away by how CBD is helping my anxiety</a></li><li>• <a href="#">Anxiety, CBD, CBDa and CBG</a></li></ul> |
| Sleep & Relaxation   | Will it help with ___ ?  |
| <ul style="list-style-type: none"><li>• <a href="#">CBD oil in the UK?</a></li><li>• <a href="#">I need more sleep!!</a></li><li>• <a href="#">Looking for CBD brand that can help with insomnia/anxiety</a></li><li>• <a href="#">CBD for sleep.</a></li><li>• <a href="#">CBD for insomnia</a></li></ul>   | <ul style="list-style-type: none"><li>• <a href="#">CBD for IBS? M/28/NY</a></li><li>• <a href="#">Can vaping cbd help with digestive issues?</a></li><li>• <a href="#">Would CBD help with my lipido?</a></li><li>• <a href="#">CBD for gut inflammation?</a></li><li>• <a href="#">How does cannabis help the diabetics?</a></li></ul>   |

## Digging deeper, the specific questions that users on **reddit** are asking about cannabis **symptoms & side effects** are:

### Experience using Cannabis

- [Did you try CBD oil? How did it work for you?](#)
- [What kind of effect should I expect?](#)
- [Did you ever tried CBD oil, how did it make you feel?](#)
- [How long for CBD to show results?](#)
- [What's everyone's experiences using CBD products?](#)
- [What's your worst/extreme experience you had from smoking weed/ cannabis \(plz tell us if it was CBD/THC\)?](#)
- [Anybody experienced no benefit with one brand and strength but did with another brand and strength?](#)
- [Almost a month with no improvement](#)

### Specific Side Effects

- [CBD and body odor/sweating](#)
- [Vaping CBD kept me awake all night](#)
- [Heart palpitations with full spectrum CBD](#)
- [Dosage recommendation and does it make anyone else feel groggy all day?](#)
- [Extreme sleepiness from cbd?](#)
- [Shortness Of Breath Months After Stopping CBD Oil](#)
- [Appetite loss](#)
- [Does smoking make anyone else bite their nails really bad? Like to almost bleeding](#)
- [Medical question. Twitching while high](#)
- [The back of my head has sharp pain after smoking weed](#)

### Side Effect Concerns

- [Started taking hemp oil to help with anxiety/panic attacks and cervical issues - unexpected effect - what next?](#)
- [Looking for info on side effects](#)
- [Common side effect?](#)
- [Side effects of smoking?](#)
- [If I start to smoke cbd weed, will it mean that when i smoke regular thc weed the side effects like anxiety will be heightened?](#)
- [Had cbd caused any side effect for you?](#)
- [What negative side effects have you experienced from CBD?](#)
- [Benefits & Side Effects Experienced using CBD](#)

## Digging deeper, the specific questions that users are asking on **reddit** about cannabis **ways to use**, **recommendations**, and **culture & opinions** are:

### Ways to Use / How-to

- [Increase intake or dosage?](#)
- [Can and should I take cbd oil together with cbg oil?](#)
- [How to smoke/vape CBD isolate](#)
- [Cbd is not working. should I increase my dose?](#)
- [CBD Vape Oil | Not hitting right. need advice](#)
- [Does putting CBD oil "under your tongue" really change how it is absorbed into your body versus simply swallowing it?](#)
- [How much CBD should you take on a daily basis?](#)
- [Can i mix hash with weed?](#)
- [Best method](#)
- [How are you supposed to take tincture?](#)
- [Can I dissolve CBD isolate or oil in Jello?](#)

### Recommendations

- [What's a good and cost friendly cbd oil brand?](#)
- [Recommendations for CBD eLiquids?](#)
- [What strains of cannabis could be used to help improve someone's workout experience?](#)
- [Can anyone point me in the direction of a real CBD oil here in the UK?](#)
- [Reliable UK oil brands](#)
- [UK-based Reputable CBD Companies](#)
- [CBD oil Europe](#)
- [Cheapest / best option for CBD in the UK?](#)
- [What brands in the UK for cbd](#)
- [Best CBD oil uk\(or shipped\) and why?](#)
- [Where To Buy High-Grade CBD Flower In The UK](#)
- [Any experience with this company?](#)

### Culture & Opinions

- [People who are against cannabis legalization in the US. why?](#)
- [People who are against weed why?](#)
- [Former cannabis users. why did you quit using cannabis despite its overwhelming support and praise on Reddit?](#)
- [Why do the US and the UK differ so widely in regards to cannabis legalisation?](#)
- [Does weed smell bother you?](#)
- [If CBD oil is legal, why legalise cannabis?](#)
- [Thoughts on weed smokers?](#)
- [So what's your opinion on Weed?](#)
- [Anyone else feel guilty?](#)
- [What is your stance on legalising weed in the UK?](#)

## A dominant topic unique to UK-based cannabis subreddits revolves around the **legality** issue of cannabis.

### Legality

- [CBD Flowers Legality in the UK. Orders seized by Customs and Prosecution Warning Issued...](#)
- [Should cannabis be legalised in the UK?](#)
- [Is CBD oil legal in the UK](#)
- [PETITION TO MAKE CANNABIS LEGAL. ONLY 1500 VOTES UNTIL GOVERNMENT RESPONCE.](#)
- [I've written an email to my MP which anyone is welcome to use as a template. Don't forget to include your name and address or they won't read it](#)
- [Why is it illegal?](#)
- [Damn anyone else just sitting there jealous as f\\*\\*k of all the legalisation going on in the US right now?](#)
- [Hey guys, I've been to The Netherlands coming up 10 times. Corona ruined my travels this year haha. Not advocating just wondering what's you guys opinion, would domestic flights from countries with legal weed really bother over something like 10g hash or would it be more trouble than it's worth](#)
- [Britain legalised medicinal cannabis - and then left it to stagnate](#)
- [Are CBD/help pre-rolls legal in the UK?](#)
- [Is marijuana still illegal in the UK?](#)
- [Think weed will ever be legalised in the UK?](#)
- [Full spectrum to become illegal in the UK by march next year?](#)

# Key Takeaways

## From the Ideating CBD Content With Q4 2020 Search Data (UK Region) Case Study

**Content & Messaging — Answer the Audience's Questions:** By looking at high volume searches from Google UK and various UK-based cannabis subreddits, we determined the top questions and topics that UK audiences are searching for online.

Use these content buckets to ideate top-performing content for your blog, social platforms, and even website FAQ sections:

- **Side Effects & Withdrawal Symptoms:** As with global audiences, UK users are also concerned about the potential risks of cannabis usage. Unique to this audience, however, is the prominence of questions around withdrawal symptoms. These users want to know ways to ease (or stop) cannabis withdrawal symptoms as well as asking advice for the best way to quit smoking marijuana.
- **Getting “High”:** Questions around getting “high” range from concerned users who worry about getting “high” to users who are seeking a “high” from cannabis usage. For the concerned user, they are typically medical marijuana users who want to make sure they won’t be experiencing that effect, while the latter seek ways to enhance or prolong that feeling.
- **General Health & Safety:** This topic is a shared concern with global audiences; as a whole, UK users want to know if cannabis usage will lead to potential difficulties (i.e. death, cancer, popcorn lungs, brain damage, etc.), whether smoking marijuana is worse than smoking cigarettes, or whether they can use cannabis in conjunction with other medication.
- **Mental Health:** Many UK users are seeking cannabis to help with a variety of mental health concerns, from depression to anxiety to panic attacks. They want to know if cannabis is effective in treating symptoms of mental disorders, seek opinions from other users on their experience, and recommendations on what products to use.
- **Legality:** The legality of cannabis is a popular topic, both on Google and on reddit for UK audiences. Questions on Google mainly revolve on users asking which countries have legalized weed, sometimes in relations to travel concerns. On reddit, users are asking for where to legally buy cannabis products in the UK, sharing petition signings, and even letters to their local MP.