



## Websites & Search Engine Optimization Built for Dispensaries

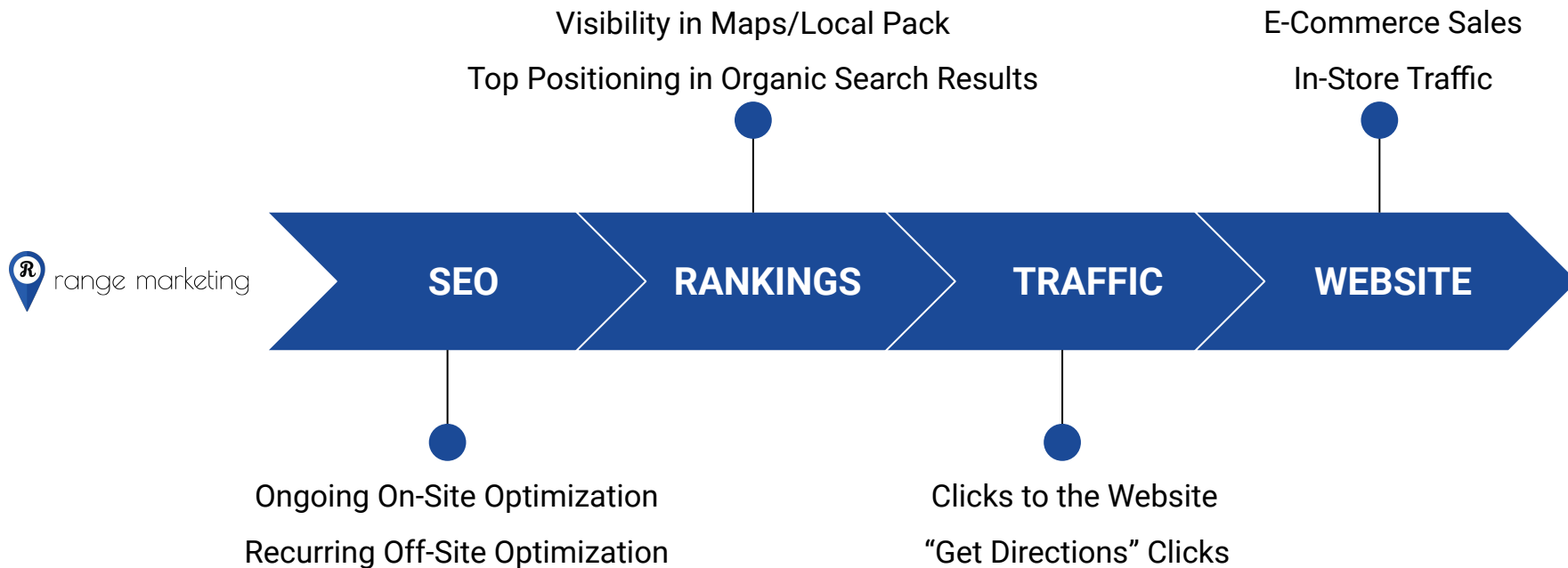
**Mark Wallace**

Business Development Manager // Strategic Partnerships

A blue-tinted background image showing a dispensary counter. A hand is holding a stack of cash, and a cash register is visible in the foreground.

# Driving Online Revenue + In-Store Traffic

# High Level Strategy



# Dominating Google's Cannabis Results

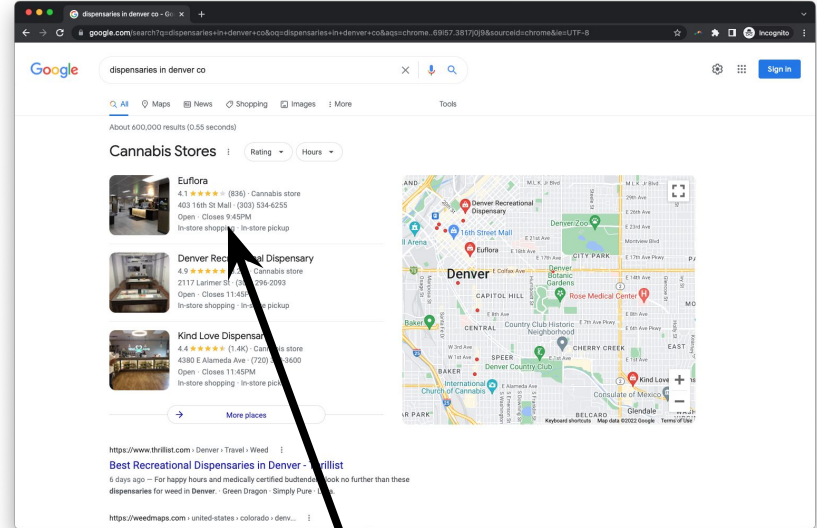
Cannabis presents a unique marketing scenario for small business owners:

1. Paid ads are essentially banned
2. Relatively low national brand competition
3. Limited competitor brand establishment
4. Growing consumer demand

**Dominating organic search results is a winner-take-all situation.**

Even in Tier 3 markets, a well-ranking dispensary website can receive 150,000+ annual visitors and \$600,000+ e-commerce revenue

**The #1 position gets 39.6% of the clicks**  
( 2nd: 15.4% 3rd: 10.1% 4th: 7.6% )



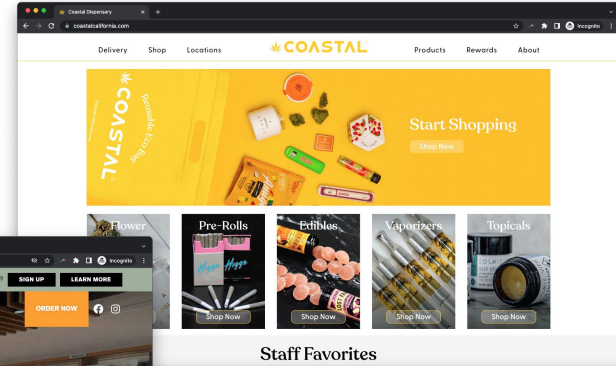
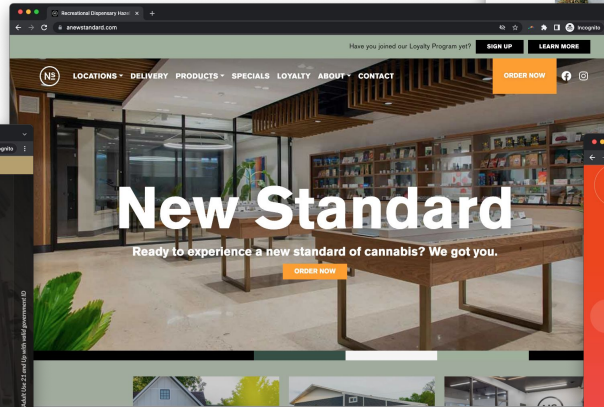
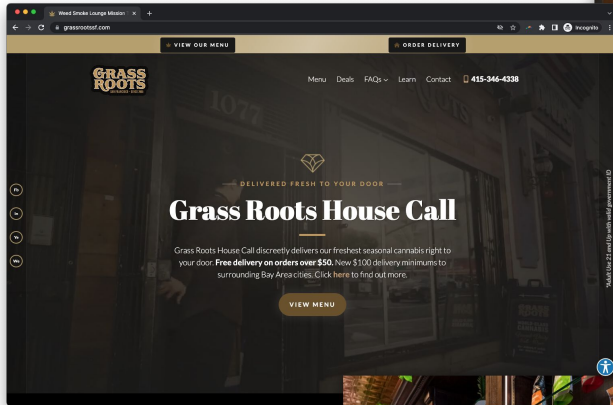
*"Dispensaries in Denver CO"*

Client: Euflora (6-Location SEO Campaign)

# Proving to Google You *Deserve* to Rank

Hundreds of factors are involved, but the most important are:

1. A lightning fast and correctly-coded website
2. Ongoing optimization and updates to the site as Google standards change
3. Recent positive reviews



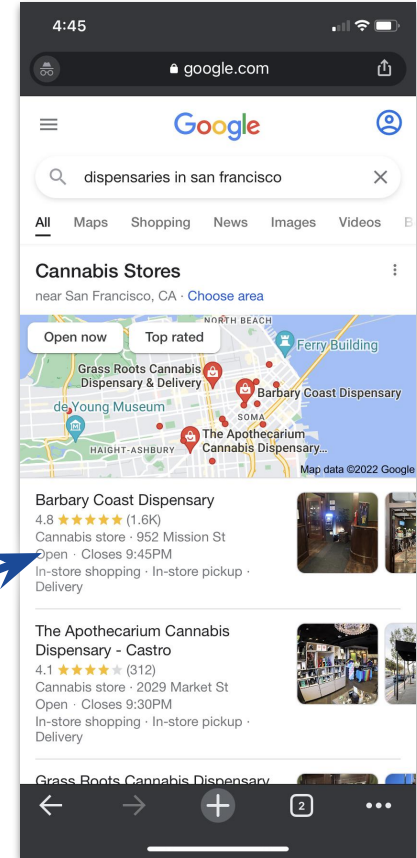
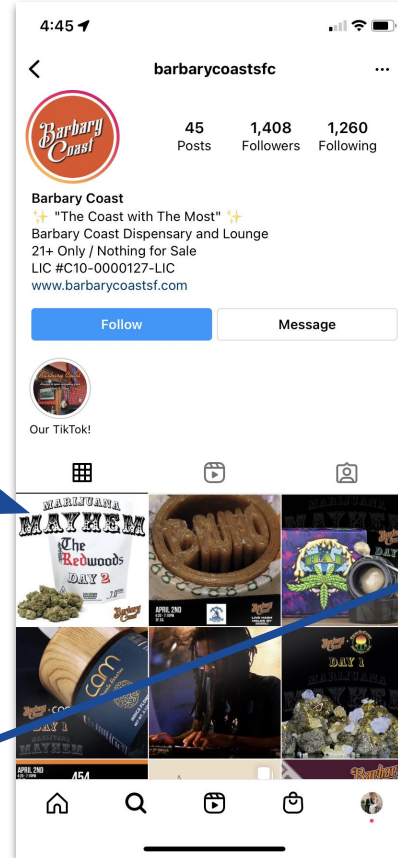
# Comparing SEO to Social Media



- Social algorithms throttle visibility
- Users come across posts while they're killing time
  - No "buyer's intent"



- A good campaign will cause your site to appear for increasing quantities of search terms
- Users have already decided they want to find a local dispensary
  - User intends to buy



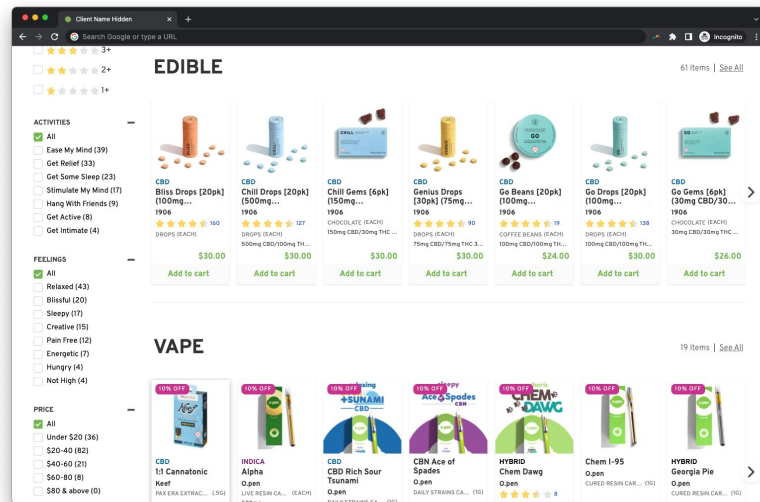
# E-Commerce

Our clients integrate their menus and inventories for a seamless online sales experience

## Example Client (2021)

430,975	Unique users visited the site
5,213,711	Page views
2,806,144	Views from SEO Traffic
\$15,017,919	Online sales
50.79%	of sales started with Google search

*Since the 2021 recap report, we are seeing a 13% increase in e-commerce sales over the last 90 days. Conversion rate has increased 19%, average order value has increased 9%.*



*Example of an E-Commerce Menu*

# Questions?



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**YOUR LOGO BELONGS HERE**