



WUNDERWORX

BRAINTELLIGENCE HUMANIZED

ANOTHER CBD SEO CASE STUDY



A SEARCH ENGINE OPTIMIZATION ONLINE CBD CASE STUDY

THE OPPORTUNITY

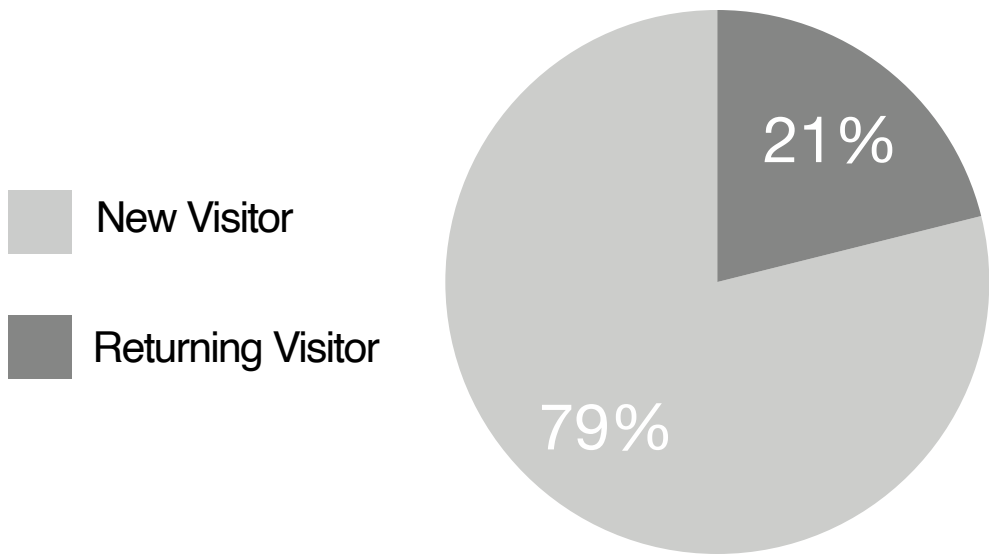
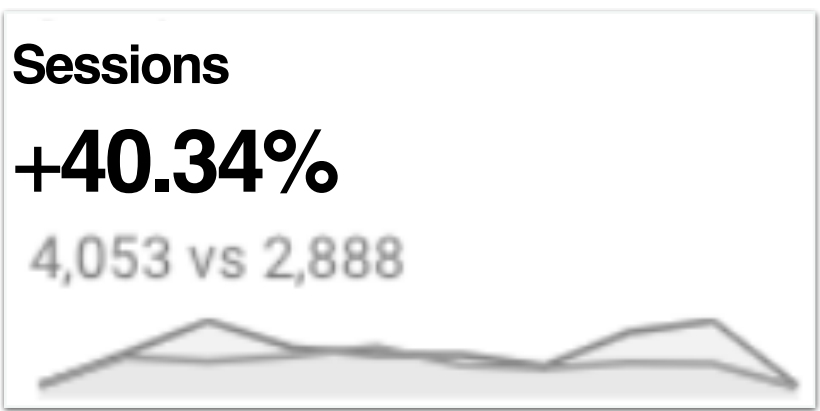
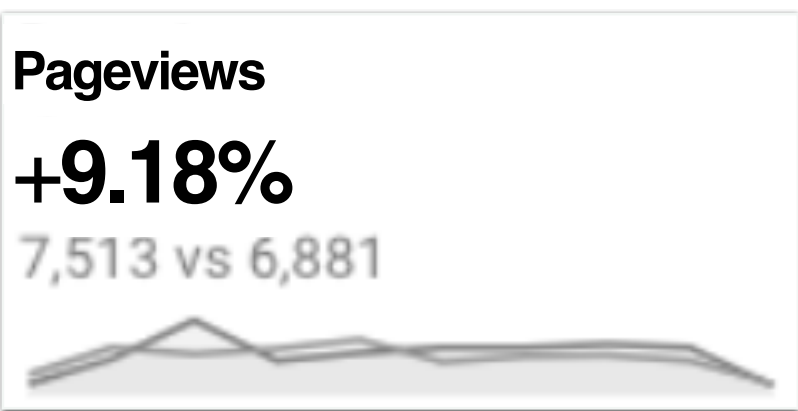
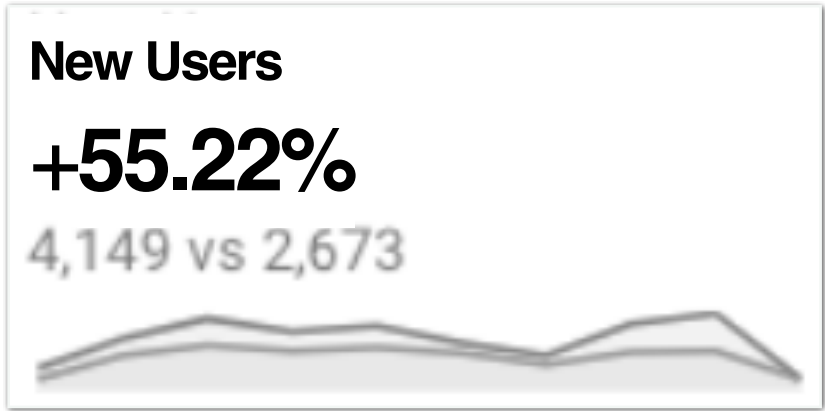
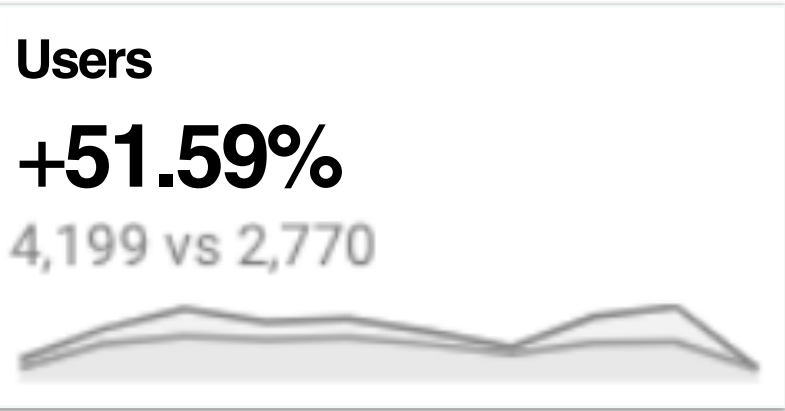
A Toronto, Canadian-based CBD wellness company wanted increase the digital presence of their CBD lifestyle brand throughout the United States. The goal of the campaign was to increase sales of their online e-Commerce site, while also supporting their outside sales team with more brand awareness. The target was a national audience in a very competitive market. This **Search Engine Optimization** case study represents a **90 Day Timeline**.

THE STRATEGY

The company was a new startup and had zero traction on the web with their website's search engine ranking. **WUNDERWORX** reverse engineered some of the top online competitors in the space and formulated a strategy to gain ground in organic search. The existing website was extremely slow to load and was causing issues with Google mobile indexing, so we assisted with the optimization and engagement elements of the site.

THE RESULTS

After optimizing the website and streamlining the WordPress plugins, we were able to get the page load speed to a much better metric. With the content we were producing, we were able to build some backlinks from high domain rank referring sites which bumped the index ranking of some keywords.



NEW VERSUS RETURNING USERS

KEY RESULTS



↓ 37.2%
DECREASE IN BOUNCE RATE

↑ 55.0%
INCREASE IN NEW CUSTOMERS

↑ 40.0%
INCREASE IN ONLINE SESSIONS

THANK YOU.

#knowyourcustomers



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