



WUNDERWORX

BRAND INTELLIGENCE HUMANIZED

ANOTHER SEO AND CONTENT STRATEGY CASE STUDY



A SEARCH ENGINE OPTIMIZATION CASE STUDY

THE OPPORTUNITY

A leading Melbourne, Australia-based online cannabis telehealth prescriber and medical marijuana delivery service hired **WUNDERWORX** to implement an aggressive Search Engine Optimization & Content Marketing Strategy to drive brand awareness and grow market share. We created 48 blogs, a quarter SEO pillar piece and provided monthly search engine optimization. This case study represents a **180 Day Timeline**.

THE RESULTS

Google (Direct Search)	62,548 new users	90,457 sessions	15.25% conversion rate	13,795 booked screenings
Google (Organic)	55,781 new users			
Microsoft Bing (Organic)	383 new users	854 sessions	18.03% conversion rate	154 booked screenings
yahoo! (Organic)	50 new users	106 sessions	0% conversion rate	0 booked screenings
TOTAL:	118,762 new users	91,417 sessions	15.25% conversion rate	\$1,380,168 influenced sales

KEY RESULTS



\$2,650 MONTHLY SEO SPEND
\$3,450 MONTHLY CONTENT SPEND
\$36,600 TOTAL SPEND
3,771% RETURN ON AD SPEND

THANK YOU.

#knowyourcustomers



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