

Client since April 2021

Leading Regional Vape Retail + E-Commerce Store

This Canadian e-cigarette and cannabis vape shop was already a strong regional competitor when they retained us to own their content marketing and SEO strategy.

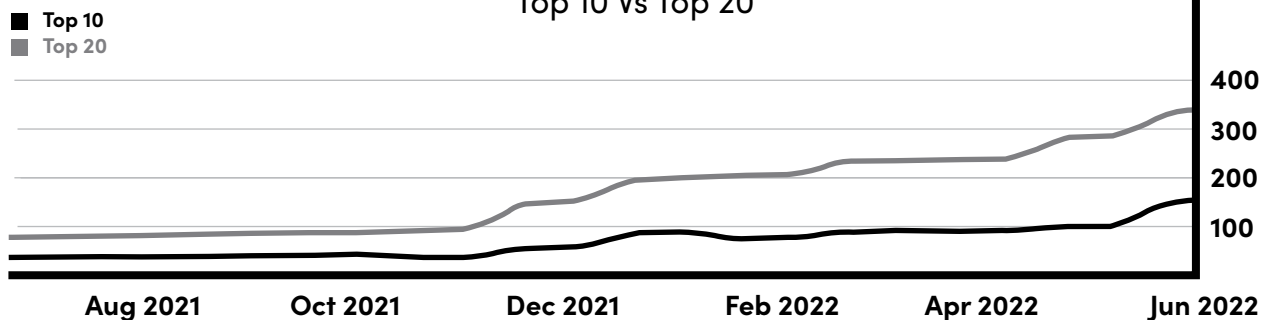
Due to the restricted status of the vertical, PPC marketing was not an option, so we focused on a "rank and bank" content marketing strategy coupled with digital brand management and outreach campaigns.

We directed the development of new landing pages to suit keywords of opportunity and deployed educational content that was genuinely helpful and on-brand. At the same time, we deployed new location pages and optimized each location's Google Business Profile.

In 1 year we grew their organic traffic 630% and expanded their Google footprint from 17 to 165 front-page rankings.

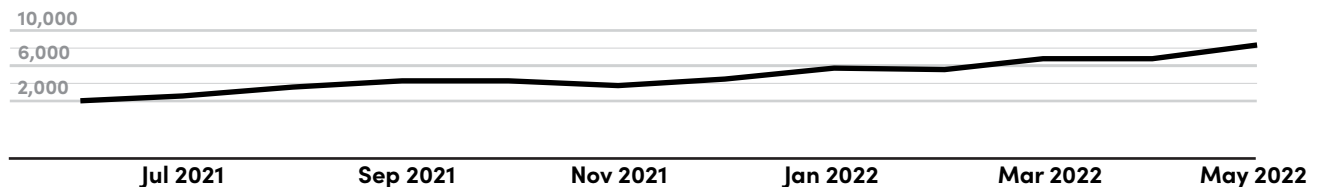
Organic Keywords

Top 10 Vs Top 20



* Data pulled from Semrush

Organic Traffic



* Data pulled from Google Analytics

Google Analytics

The Strategy

We followed a classic “rank and bank” content and SEO strategy, which relies on three key pillars:

1 Local SEO & Technical SEO

- Build location pages for each retail store
- Optimize site on-site SEO inputs
- Ensure appropriate Schema
- Clean up site health(fix missing images, broken links, etc.)

2 Content & Landing Pages

- Keyword research to determine landing pages and content topics
- Create hands-on product reviews, including product photography

3 Influencer & Digital Reputation Management

- Find non-competing websites and social accounts to engage
- Build advertising relationships and drive traffic
- Grow backlinks and local SEO citations

Outcomes

Since March 2021, the client has seen a 370% increase in organic traffic and a 300% increase in ecommerce revenue tied to organic channels. This has allowed the client to expand their brand and grow their team - an awesome outcome indeed!

1-YEAR KEY STATS

370% Revenue Increase
in Organic Traffic

199% Increase in
eComm orders

300% Increase in
Front-Page Rankings

630% Increase in
Organic Traffic