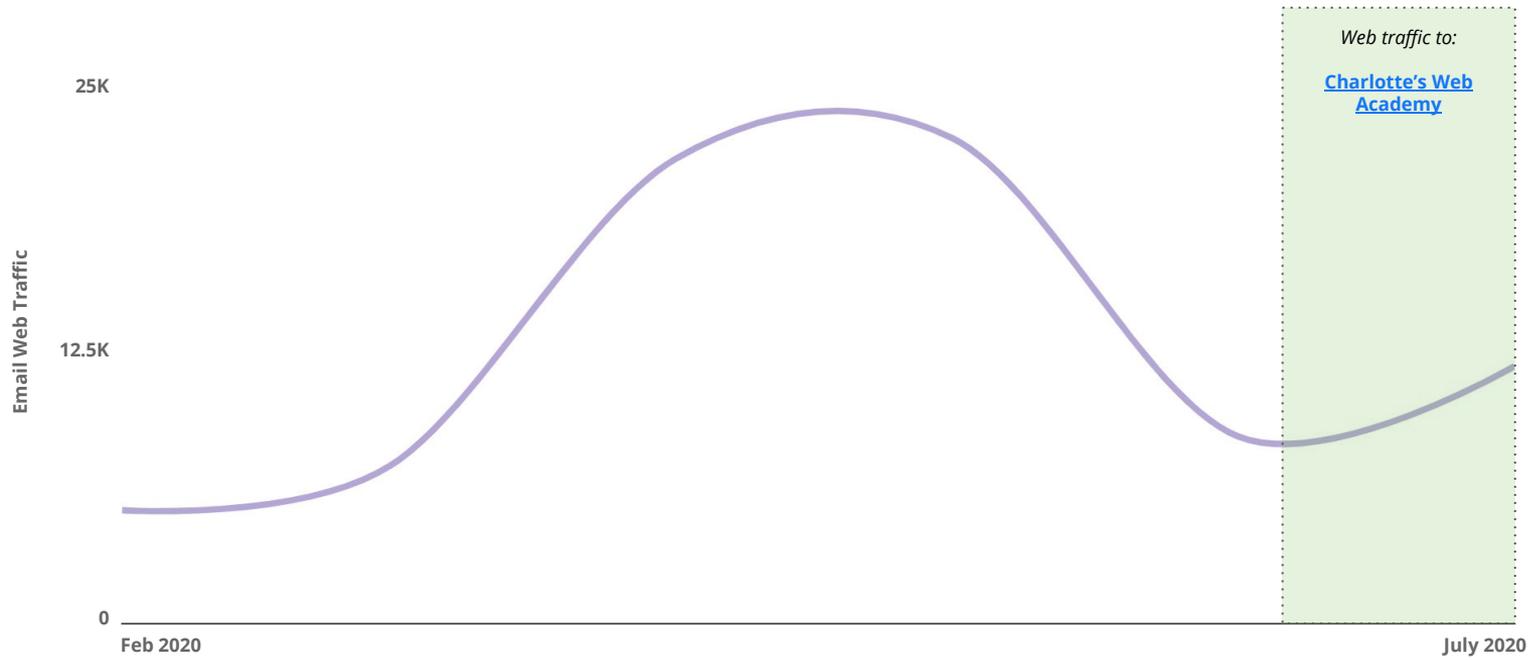




**CHARLOTTE'S WEB**  
STANLEY BROTHERS

**Driving Blog Traffic For CBD  
Brands  
Cannabis**

After a period of web traffic decline to their blog page, Charlotte's Web experienced a **+38%** increase to their blog in July.



# Charlotte's Web's top performing blogs include...

Title: [When To Expect Results from CBD](#)

The screenshot shows the top of the blog post. It features a header with navigation links (SHOP, SUBSCRIBE & SAVE, PRODUCT PAGES, UPDATES, CBD BLOG) and a search bar. Below the navigation is a large hero image of three women in athletic wear. The main heading is "WHEN TO EXPECT RESULTS FROM CBD". There are sections for "JOIN OUR NEWSLETTER", "POPULAR ARTICLES", and "FIND THE RIGHT PRODUCT". At the bottom, there is a "WRITTEN BY" section and a "SHARE" button.

Web Visits\*: 434

Title: [Cannabis 101: Hemp Seed vs. Marijuana](#)

The screenshot shows the top of the blog post. It features a header with navigation links (SHOP, SUBSCRIBE & SAVE, PRODUCT PAGES, UPDATES, CBD BLOG) and a search bar. Below the navigation is a large hero image of a green hemp plant. The main heading is "CANNABIS 101: CHARLOTTE'S WEB VS. HEMP SEED OIL VS. MARIJUANA". There are sections for "JOIN OUR NEWSLETTER", "POPULAR ARTICLES", and "FIND THE RIGHT PRODUCT". At the bottom, there is a "WRITTEN BY" section and a "SHARE" button.

Web Visits\*: 401

Title: [The CBD Concentration that's Best for You](#)

The screenshot shows the top of the blog post. It features a header with navigation links (SHOP, SUBSCRIBE & SAVE, PRODUCT PAGES, UPDATES, CBD BLOG) and a search bar. Below the navigation is a large hero image of CBD products on a wooden surface. The main heading is "FINDING THE CHARLOTTE'S WEB CONCENTRATION THAT'S BEST FOR YOU". There are sections for "JOIN OUR NEWSLETTER", "POPULAR ARTICLES", and "FIND THE RIGHT PRODUCT". At the bottom, there is a "WRITTEN BY" section and a "SHARE" button.

Web Visits\*: 267

\*Web visits for the month of July 2020



# These blog posts were all centered around product education, with the aim of helping their customers choose the best products for them

**CANNABIS HAS OVER 80 CANNABINOIDS**

Product	THC Amount
HEMP	0.3% (OR LESS)
MARIJUANA	15-20% (TYPICALLY)

**CHARLOTTE'S WEB IS A HEMP EXTRACT WITH ALL CANNABINOIDS.**

**Some common questions:**

- Are hemp seed oil and CW hemp extract oil the same thing? No.
- Does hemp seed oil and hemp extract oil contain similar amounts of phytocannabinoids? No.
- Are both made from the same parts of the hemp plant? No.
- Is Charlotte's Web hemp extract oil made from the whole plant? Yes.

**Key takeaways:**

- Hemp extract like Charlotte's Web is rich in phytocannabinoids and used to help support calm, focus, recovery from exercise-induced inflammation, and more.
- Hemp seed oil is rich in omega fatty acids, but contains low levels of CBD or none at all.
- Hemp seed oil is used in cooking, beauty products, and as a bio-fuel source.
- Charlotte's Web hemp extract is made from the whole plant, while hemp seed oil is made from the seeds.

- Blog Features:**
- Increase likelihood of product conversion by providing as many answers to frequently asked questions as possible in the blog
  - Sum up key points in lengthy blog posts so that readers can skim and not miss important information
  - Eye-catching infographic style graphics to get key messages across to reader
  - Decrease chance of post-purchase dissonance with articles that help customers set expectations of what to expect when consuming CBD products

**WHEN TO EXPECT RESULTS FROM CBD**

JOIN OUR NEWSLETTER

While everyone is different, here are a few factors that play into reaching your desired results:

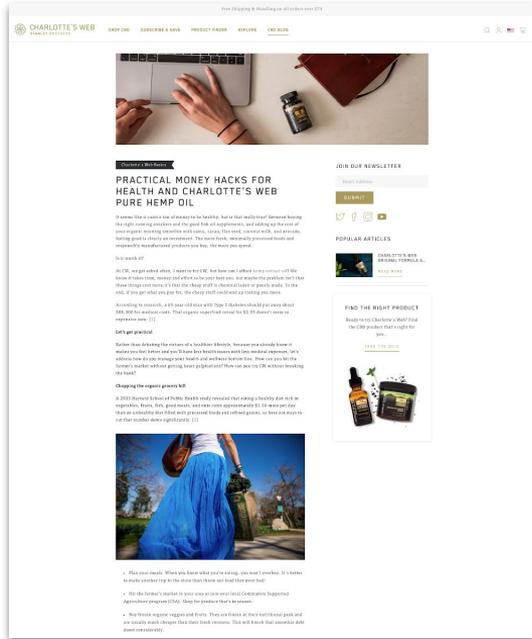
- Taking the right concentration of Charlotte's Web:** Some people start out with our Hemp Extract Oil 7mg CBD/1mL concentration but need to bump it up to the Hemp Extract Oil 17mg CBD/1mL or Hemp Extract Oil 50mg CBD/1mL to achieve their personal wellness goals. Starting with Hemp Extract Oil 7mg CBD/1mL or Hemp Extract Oil 17mg CBD/1mL, take the recommended serving as indicated on the package for 4 to 6 weeks. Keeping a journal can be a great way to keep track, helping you to observe how you feel daily, and also providing a log that you can reflect on after the first 4 to 6 weeks. If you're still not where you want to be, we suggest upgrading to the next concentration.
- Being consistent:** For any dietary supplement to work properly, it must be taken regularly. Missing days or servings can affect how it's helping to support your body.
- Listen to your body:** Taking supplements is really about investing in your future self. Paying attention to your body today will help you gauge where you'll stand tomorrow and also help you to better understand if you need to adjust the strength you're taking.

The bottom line is you have to be patient, consistent, and know that dietary supplements like Charlotte's Web can't make a meal with your body healthy. The results may be slow, steady improvement, making your health more sustainable every step of the way.

# Meanwhile, these are their worst performing blogs...

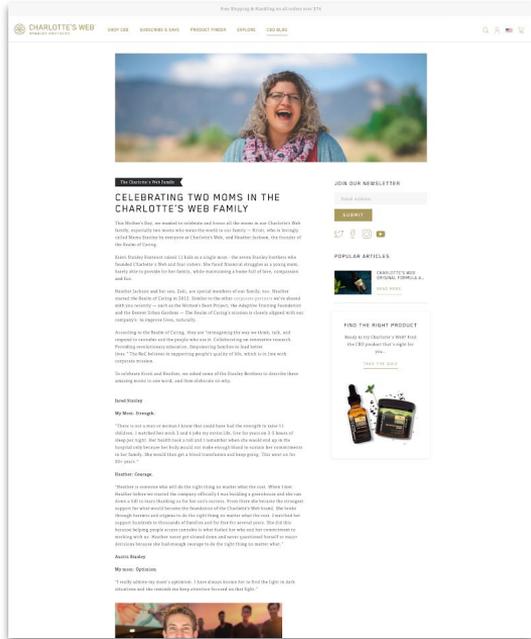
(blogs with web traffic below 0.01% of total web traffic)

Title: [Practical money hacks for health and Charlotte's Web pure hemp oil](#)



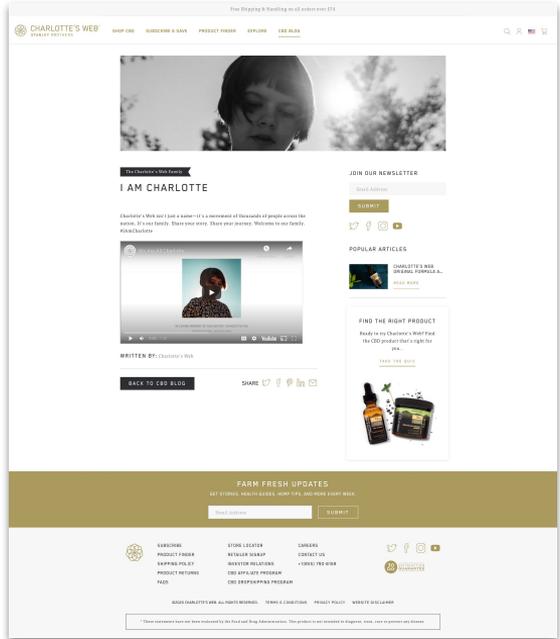
Web Visits\*: <50

Title: [Celebrating Two Moms](#)



Web Visits\*: <50

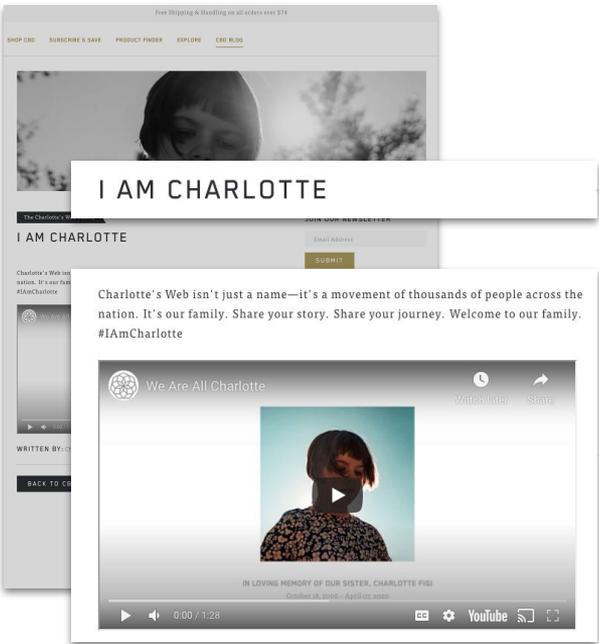
Title: [I Am Charlotte](#)



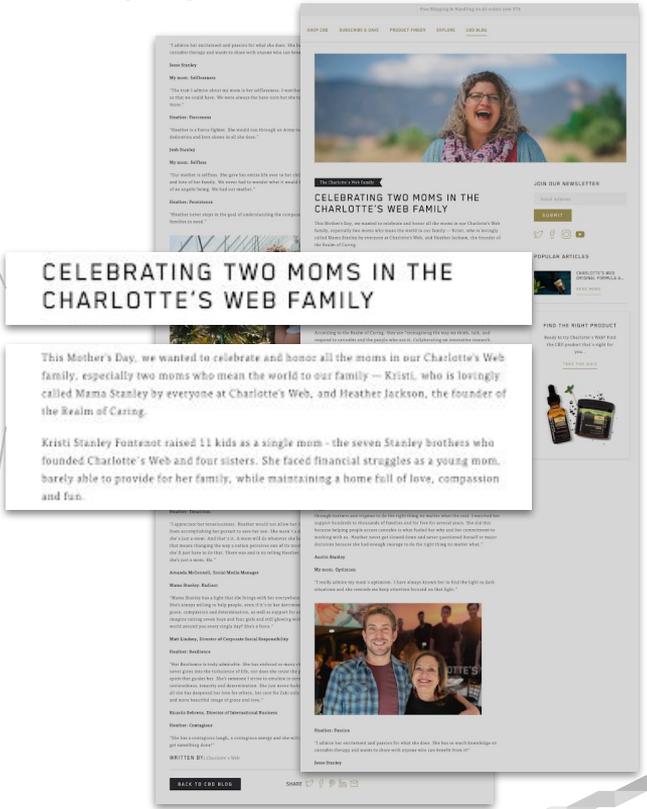
Web Visits\*: <50

\*Web visits for the month of July 2020

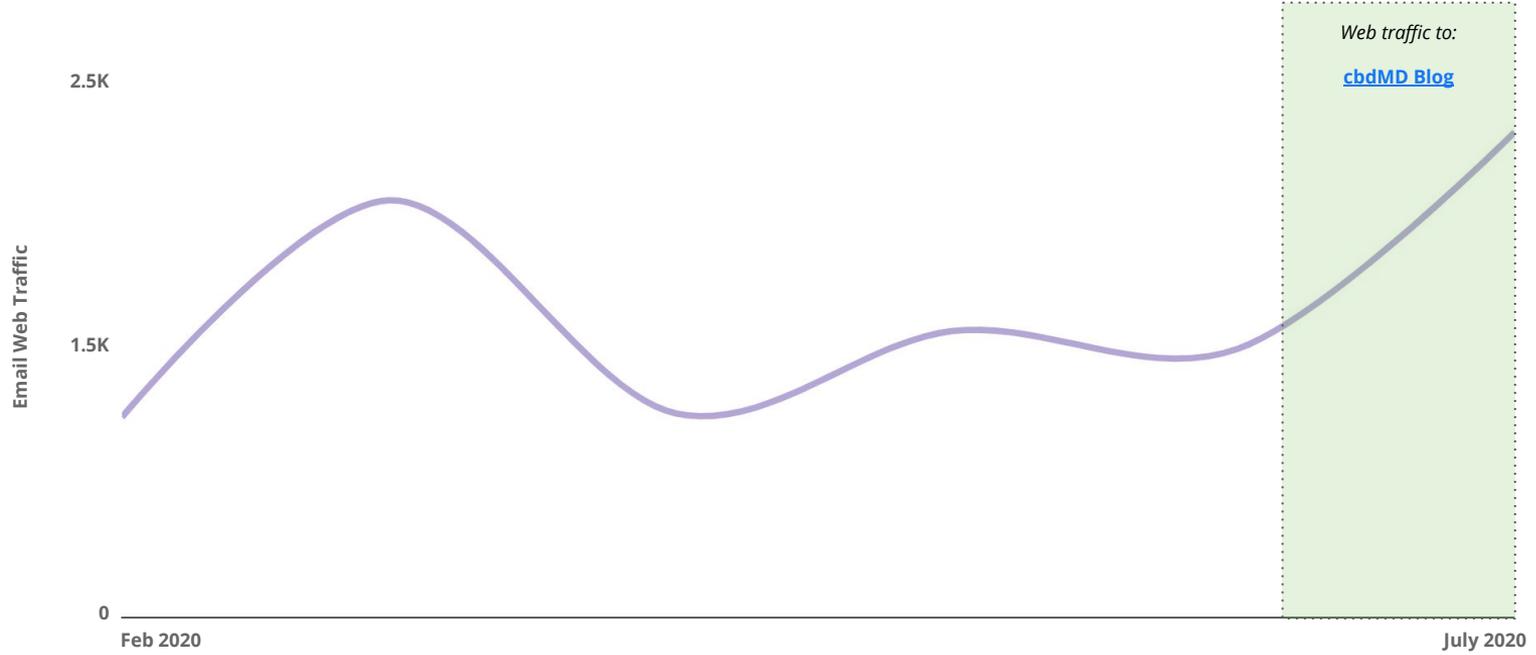
# These blog posts did not seem to resonate with their customer group, yielding low readership due to unfocused blog messaging.



- Blog Features:**
- Blog titles with little relevance to the general customer of Charlotte's Web
  - Blog titles do not clearly communicate the purpose or key message of the article; does not provide reason for customers to click and read
  - Utilizing a blog post without actually writing a blog piece; putting up a single video and not either 1) creating a transcript or 2) expanding on the message of the video through text
  - Overly lengthy article that lacks a clear purpose; is it to inspire? Create human connection with customers? Encourage purchase?

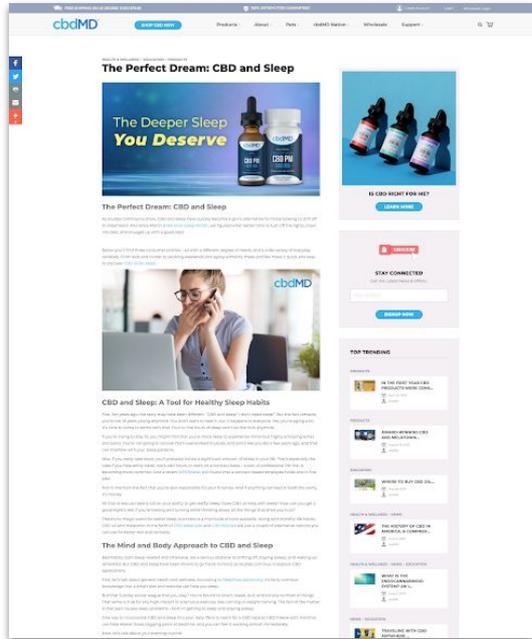


Similarly, cbdMD also saw an increase in web traffic to their blog in July, with a huge increase of **+81% MoM**.



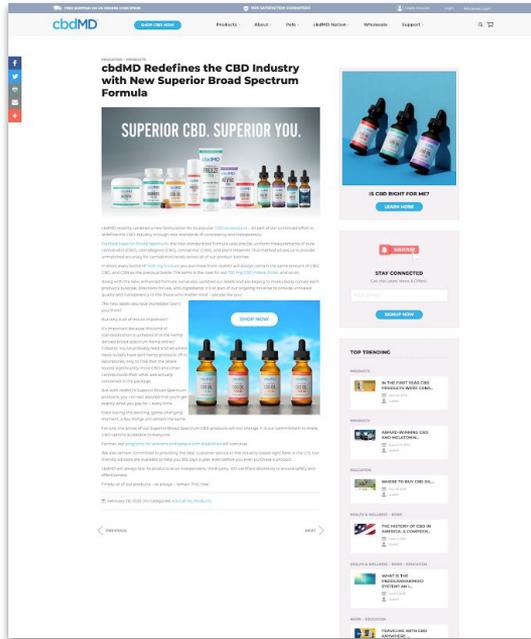
# Similarly with Charlotte's Web, cbdMD's top blog posts were also more education focused, be it introducing new products to pointing out the difference between products.

Title: [The Perfect Dream: CBD and Sleep](#)



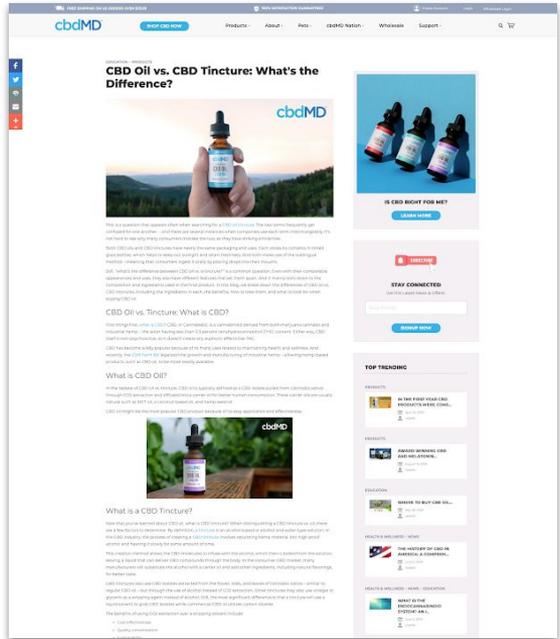
Web Visits\*: 143

Title: [New Superior Broad Spectrum Formula](#)



Web Visits\*: 154

Title: [CBD Oil vs. CBD Tincture: What's the Difference?](#)



Web Visits\*: 150

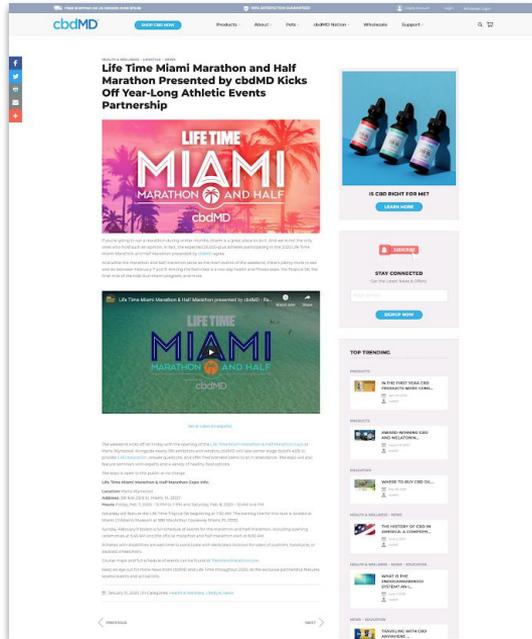
\*Web visits for the month of July 2020



# While their worst performing blogs include...

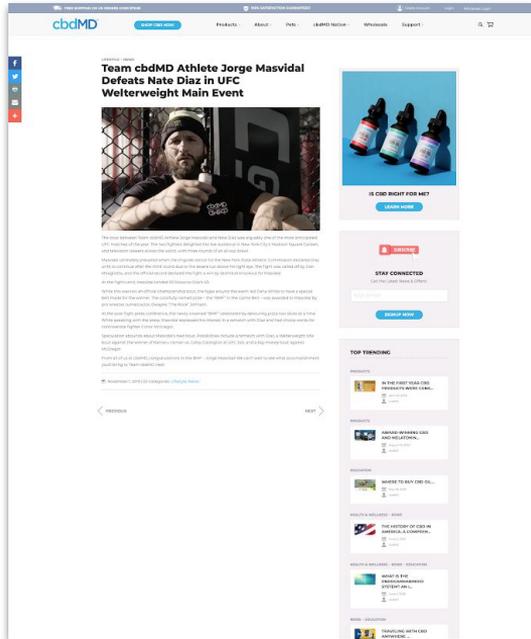
(blogs with web traffic below 0.01% of total web traffic)

Title: [cbdMD Kicks Off Year-Long Athletic Events Partnership](#)



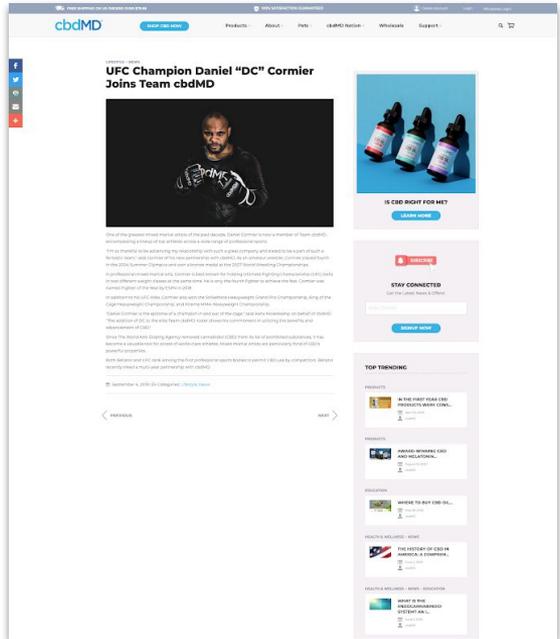
Web Visits\*: <30

Title: [Team cbdMD Athlete Jorge Masvidal Defeats Nate Diaz in UFC Welterweight Main Event](#)



Web Visits\*: <30

Title: [UFC Champion Daniel Cormier Joins Team CBD](#)



Web Visits\*: <30

\*Web visits for the month of July 2020

# These poor performing blog posts were announcement-based, focusing on initiatives that cbdMD participates in or updates on their Team cbdMD venture.

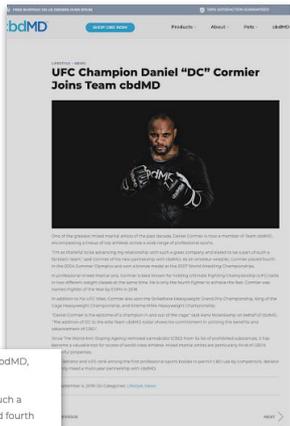


**What this suggests:**  
Customer group is not interested in lengthy articles about corporate sponsorships or perhaps, are not aware of the events that cbdMD sponsors

**Life Time Miami Marathon & Half Marathon Expo Info:**  
**Location:** Mana Wynwood  
**Address:** 318 NW 23rd St, Miami, FL 33127  
**Hours:** Friday, Feb. 7, 2020 – 12 PM to 7 PM and Saturday, Feb. 8, 2020 – 10 AM to 6 PM  
Saturday will feature the Life Time Tropical 5K beginning at 7:30 AM. The starting line for this race is located at Miami Children's Museum at 980 MacArthur Causeway Miami, FL 33132.  
Sunday, February 9 boasts a full schedule of events for the marathon and half-marathon, including opening ceremonies at 5:45 AM and the official marathon and half marathon start at 6:00 AM.  
Athletes with disabilities are welcome to participate with dedicated divisions for users of pushrim, handcycle, or assisted wheelchairs.  
Course maps and full schedule of events can be found at [TheMiamiMarathon.com](#).  
Keep an eye out for more news from cbdMD and Life Time throughout 2020, as the exclusive partnership features several events and activations.



One of the greatest mixed martial artists of the past decade, Daniel Cormier is now a member of Team cbdMD, encompassing a lineup of top athletes across a wide range of professional sports.  
"I'm so thankful to be advancing my relationship with such a great company and elated to be a part of such a fantastic team," said Cormier of his new partnership with cbdMD. As an amateur wrestler, Cormier placed fourth in the 2004 Summer Olympics and won a bronze medal at the 2007 World Wrestling Championships.



Masvidal ultimately prevailed when the ringside doctor for the New York State Athletic Commission declared Diaz unfit to continue after the third round due to the severe cut above his right eye. The fight was called off by Dan Miragliotta, and the official record declared the fight a win by technical knockout for Masvidal.  
At the fight's end, Masvidal landed 112 blows to Diaz's 43.

Misalignment between partnership choices (athletes) and core customer group; they may not be interested in knowing about these particular athletes or sports

# Takeaways

## Key Findings

**Education and product based blog topics resonate well with customers for brands like Charlotte's Web and cbdMD:** Blogs that are centered around educating customers about existing products, helping them choose the right product for them, vastly outperform other types of blog posts.



## What Brands Should Be Thinking About

**Pay attention to questions that are frequently asked about, be it from customer feedback to trending questions on the web:** Turn these questions into answers in a blog and make sure blog titles clearly capture the key message of the post. Make sure to include a plug for your products within these blogs to maximize chances of conversion. For example, if customers are extra interested in the benefits of cbd for sleep purposes, write a blog about how your products are able to provide that benefit for the customer and insert pictures and links to your product line.