



WUNDERWORX

BRAND INTELLIGENCE HUMANIZED

ANOTHER CANNABIS SEO AND CONTENT STRATEGY CASE STUDY



A SEARCH ENGINE OPTIMIZATION ONLINE CBD CASE STUDY

THE OPPORTUNITY

A Boca-Raton Florida-based CBD beauty, health and wellness company wanted to drive organic traffic to their website by implementing a **Content Marketing** and **Search Engine Optimization** strategy. This case study represents a **180 Day Timeline**.

THE RESULTS

 (Direct Search)	695 new users	5.74 pages / session	58.78% bounce rate	5.00 avg session duration
 (Organic)	33,556 new users	4.78 pages / session	9.31% bounce rate	9:00 avg session duration
 Microsoft Bing (Organic)	4 new users	2.5 pages / session	50% bounce rate	2:50 avg session duration
 (Organic)	5 new users	1.75 pages / session	62.5% bounce rate	3:43 avg session duration

KEY RESULTS



491
BACKLINKS -*

* - Note: 6 Months

90
KEYWORDS INDEXED IN TOP 10 -*

* - Note: 6 Months

34,260
NEW USERS -*

* - Note: 6 Months

THANK YOU.

#knowyourcustomers



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Contact:

steve@wunderworx.com

704.301.1876

www.wunderworx.com

A white silhouette map of Canada is positioned in the bottom right corner. It features several small pink circular location pins: one in the northwest, one in the west, one in the south, and one in the east.

Vancouver | Toronto
San Francisco | San Antonio | Charlotte | Los Angeles