

Rethink SEO gain Strategies For Cannabis, CBD & Hemp Industry in 2022



RETHINK SEO GAIN STRATEGIES FOR CANNABIS, CBD & HEMP INDUSTRY IN 2022

Introduction

Organic users are highly rewarding & with ever growing competition in the digital space, dedicated SEO efforts are highly important. SEO is one of the most challenging & important services in the Digital Marketing Domain. The Organic users are specifically searching for their needs on the Search Engines & it is highly rewarding if we appear on the first page of the Search Results & satisfy their needs. Competition in Cannabis/CBD/Hemp space is increasing exponentially & with more businesses shifting to Digital Space, it is getting more difficult to rank good on Organic Searches. With over 5 years of experience in the Cannabis industry, we at Spokes have come up with New SEO strategies for 2022 which can give promising results which may impact your Organic revenue.

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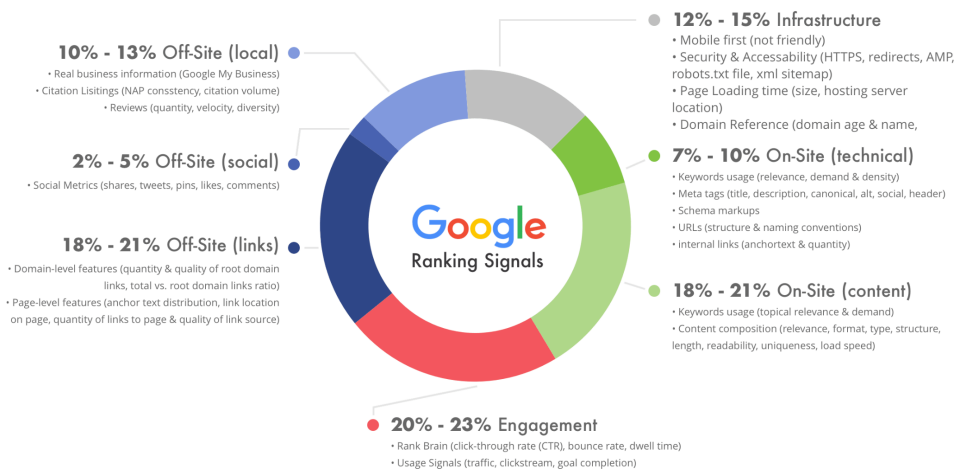
SEO Statistics

Importance

- 80% of major purchases begin with online research, even though the purchase happens offline.
- 75% users never scroll beyond the first page of the search results. If you land in the first few results and can satisfy your audience with their needs, you organically add them as your customers & in turn earn revenue.
- Inbound leads from Search engines have a close rate of 14.6% whereas outbound leads (cold calling, email marketing etc) have a close rate of 1.7%.
- Nearly 1/3rd of the consumers in the US use the internet to search for local businesses every day & 76% of those visit your business within 24 hours.
- 76% of consumers trust online reviews as much as they trust personal recommendations.

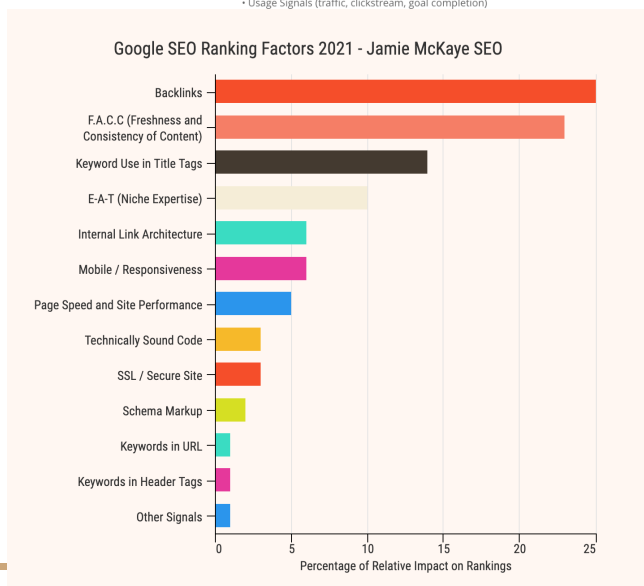
Components of Google's Ranking Algorithm

Based on SEO analysis of top 90 ranking domains from 10 industries and 3 markets



Showing up on Search results is highly rewarding simply because of the large volume of prospects searching for a query which you can solve.

It may be at a very early stage in the sales funnel or maybe just near conversion SEO helps the prospects know why they should prefer you over others..



Obsolete SEO Strategies to avoid in 2022

1. Keyword Stuffing - Avoid repetitively cramming the same Keyword on a webpage to rank higher in the SERPs for that term.
2. Automated Link Building -
3. Writing for Bots rather than for People - AI generated content may be cheaper & stuffed with relevant keywords, but it would only have a surface meaning with little to no depth in the subject matter. Ground realities cannot be covered without human touch & real world experience.
4. Putting too much irrelevant content - Content should be crisp with all the relevant details covered.
5. Keyword Cannibalization - Avoid ranking for similar / exact keywords with multiple pages within the same domain.
6. Meta Keyword Tags - Search Engines no longer use Meta Keyword tags to evaluate a website. Instead focus on title tags & Meta description to your content.
7. Optimizing for Users but not SERPs - Optimizing for a word or a phrase should be avoided. Rather the content should be optimized for what users are looking for.
8. Focus too much on Traffic as standalone KPI - More traffic does not always indicate success. Relevant qualified traffic helps you with revenue.
9. Link Farming - Google now detects websites which offer paid links as it violates their Webmaster Guidelines. This should be avoided.
10. Low Quality content & Use of Illegal Keywords - Irrelevant information, lacking depth or being highly repetitive are some examples of low quality content. The Cannabis / CBD / Hemp industry often has to play through the content by using keywords creatively to convey the correct message.

Best On-Page Practices for 2022

Understand your Site's Core Web Vitals & Focus on User Experience:

Core Web Vitals are metrics like loading time, responsiveness, and so on that sums up a webpage's overall user experience.

Optimize for Google Passage Ranking & Featured Snippets

Passage Ranking enables Google to categorize the topics of different passages on the same page and rank them separately.

EAT (Expertise - Authority - Trust)

This is a factor that Google uses to assess the overall quality of the page. Our content should have Subject Matter Expertise and in depth coverage of solutions to real world problems. Authority is determined by the relevant Backlinks being generated from other Good Authority Websites.

Support Long-Tailed Keyword Phrases

A long tail keyword is a phrase made from three to five words that allow you to target niche demographics. They help in getting a more relevant audience to your intent. They are also less competitive & mostly near the end of the Sales Funnel, hence near conversion.

User Intent

The user intent states which goal or intention the user has when entering a search term into a search engine. There are 3 major user intents: Navigational, Informational & Transactional. Our content should be focused on addressing any one of these user intents and there should be a proper balance in addressing our contents i.e. not all content should be focused on Transactional intent. Usually the content shown at the top of the search results for High Search Volume Keywords (like Cannabis Flower, CBD Prerolls) is the Informational / Navigational content.

Content Quality

Content quality is how well your content reaches its goals & relates to the pain points of your audience. Good content is relevant and answers to your audience's actual wants or needs. Just ranking good in the Search results is not sufficient, it should provide value to your audience.

Localization of SERPs and SERP Changes

A SERP feature is any result on a Google Search Engine Results Page (SERP) that is not a traditional organic result. The most common SERP Features are:

1. Rich Snippets which add a visual layer to an existing result (e.g., review stars for product ratings)
2. Paid Results that are bought by bidding on keywords (e.g., AdWords or Google Shopping)
3. Universal Results that appear in addition to organic results (e.g., image results, new results, featured snippets)
4. Knowledge Graph data which appears as panels or boxes (e.g., weather, Celebrity Knowledge Panel)

Featured Snippets are often termed as Position#0. In the words of Neil Patel, "If your content doesn't answer questions, it won't get into the featured snippet"

1. Know what questions your readers are asking
2. Create content specifically to answer questions. Provide in-depth answers.
3. Create truly high-quality content.
4. Work to provide the best answer.
5. Use question-and-answer pages.

Structure Data Code: Review / FAQs / Offers can be crawled

A type of code that makes it easier for search engines to crawl, organize, and display your content. Structured data communicates to search engines what your data means.

Best Off-Page SEO Practices for 2022

Automation

SEO automation means systemizing your SEO tasks through software to reduce manual work needed for your campaign and speed up tedious tasks.

Toxic Backlinks Removal

Toxic Backlinks reduce DA & PA, so removal of such toxic Backlinks is very important.

1. Understand what makes a backlink 'toxic'.
2. Use a tool to identify all bad links.
3. Contact the webmaster and request removal.
4. Create and submit a 'disavow' file to Google.

Voice Search Optimisation

Voice Search Optimization means optimizing your webpage to answer the questions for people when they perform verbal searches.

Audio Ads Podcast

Audio advertising is the delivery of ads in audio contents like podcasts, digital radio, or music streaming apps.

Business Listing

Listing your website on different business directories and local business listing pages can increase visibility on SERPs. Local good authority Pages are often shown at the top of the Local Search Results. This helps in creating brand recognition with good reviews.

Guest Blogging

Guest blogging is a productive off-page SEO technique that helps you reach a new audience and increase your brand and domain authority. The publishing website should be popular &

have a relevant Audience & Authority with Google. Guest Blogging is also a way to create genuine Backlinks.

Become a Columnist

Writing a column for a national, regional, or local paper is a great opportunity to get backlinks and reach a wider audience.

Diversify your Backlinks

1. Write guest posts for popular blogs, and request a backlink from them.
2. Target your PR efforts at Tier 1 publications, requesting backlinks.
3. Submit your product to review sites for reviews.
4. If you're a guest on a podcast, request the host to include a backlink to your site in the show notes.

Profile Creation

Profile creation is one of the best link building techniques by which you can create a profile on different platform's websites such as business listing, social sharing sites, web 2.0 websites, etc.

Influencer Outreach

If you have original content, it is always best to outreach social media influencers and bloggers who could help you get exposure & hence increase traffic.

Images and Video Submission

Images and videos can be an excellent way to get more traffic to your brand in a competitive niche.

How to get Quality Backlinks that will increase your Authority & Page Rank

If you want to rank on the first page of Google, you need to build backlinks from authority news sites and blogs. (white hat links)

Build Links From Outdated Resources

Step 1: Find sites or resources that have changed names, moved, or shut down.

Step 2: Find sites linking to the old page.

Step 3: Give them a heads up about their outdated link.

Use Content Formats proven to generate links

- Infographics
- White papers
- Data/research
- Webinars
- Videos

Use Branded Strategies and Techniques

- Define your unique positioning
- Develop consistent messaging
- Create a strong visual identity
- Get to know your audience
- Find channels for engagement

Authority Resource Pages

Resource page link building means to get your site included on the page as one of the resources.

Best GMB Practices for 2022

First of all, the Business location should be claimed. Google will verify it and you will be able to see the GMB performance as and when required.

Google Photos

The Google Photos feature allows you to post pictures of your business, your team at work, or other images that many potential searchers might find useful. Image of your physical location also helps in performance.

Google Posts

Google has shown higher visibility for businesses that regularly post updates about their business, services, team members, owners, or events.

Direction Requests

When people call and request directions to your business, it indicates to Google that your business is providing quality service or product.

Accurate And Complete Information

The more information you can add about your business, such as location, contact, products, etc. the more Google will understand how to place your company in the searches.

Growth Of Local Followers

Getting more followers indicates Google that your business is engaging and active enough to have new users following you. Connect and encourage past customers to follow your Google My Business profile. Share a review link with your customers to get more reviews and market insights.

Eliminate and Merge Duplicate Google Map Listings

A single business address sometimes obtains different Google Maps listings. This could be due to an address change or corporate-level miscommunication.

Write an Inviting, Customer-Focused Description

Consider what makes your business different from others from your audience's perspective. The answers will equip you with a unique, informative list ready to be crafted into a captivating description.

FAQ

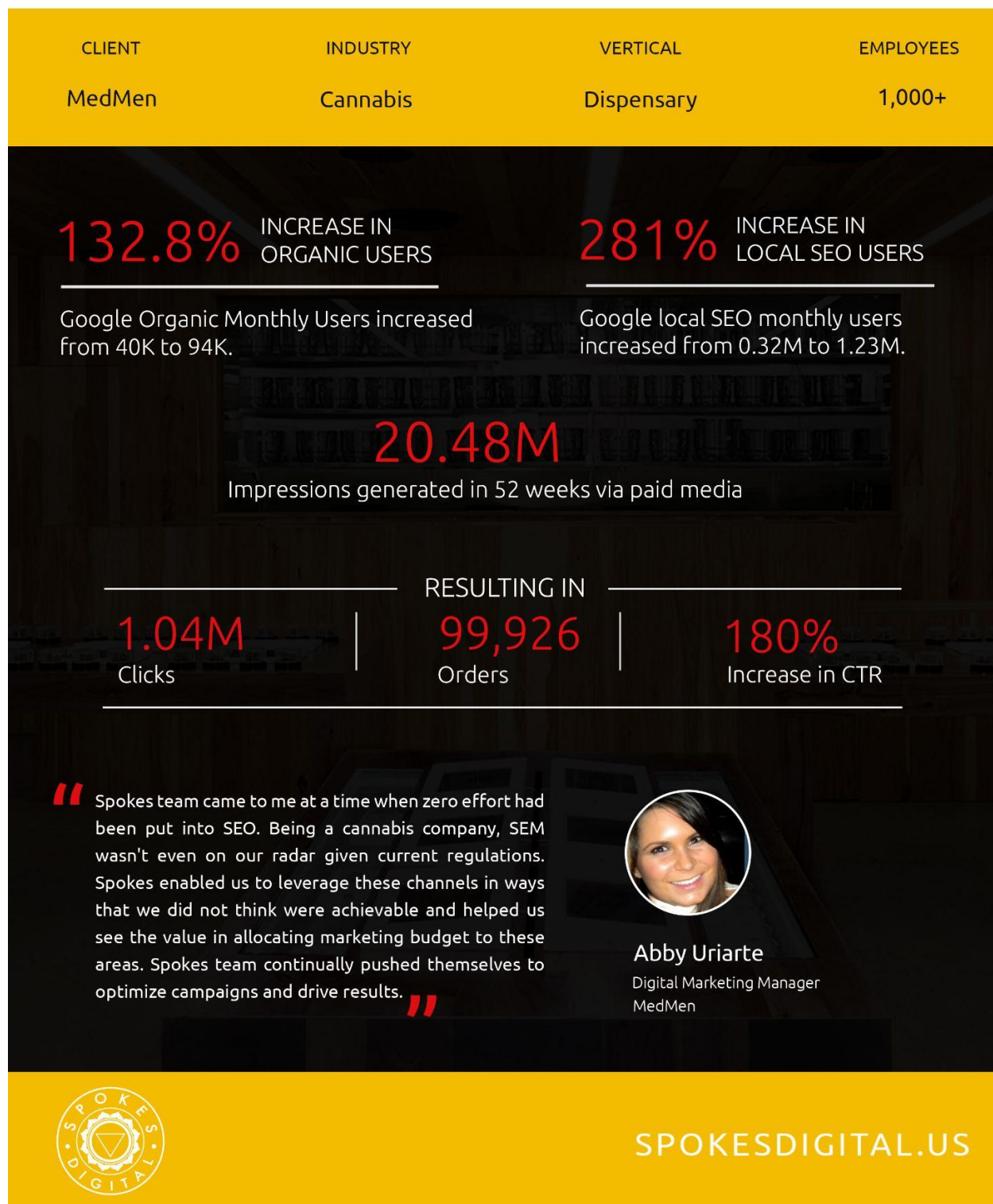
With GMB Questions & Answers you can go and pre-populate your Q&A with frequently asked questions yourself. This means you can make an FAQ segment on your Google My Business listing.

Answering Real Time Questions

Customers quite often ask questions on Google Maps. Answer these questions timely so that Google values your GMB profile and ranks it higher in the search results.



Spokes Digital helped MedMen's digital marketing team keep **focused on critical activities that matter** which led to a staggering increase in revenue.





Spokes Digital helped the Col Care Digital team keep **focused on critical digital marketing activities that matter**, which led to a staggering increase in foot traffic.

CLIENT	INDUSTRY	VERTICAL	EMPLOYEES
Columbia Care	Cannabis	Dispensary	250+

40.3M

Impressions generated in 6 Months via paid media

97519

Clicks

RESULTING IN

66032

Sessions


188 %

Increase in CTR

“

Columbia Care Inc. is one of the largest and most experienced multi-state operators in the medical cannabis industry, with licenses in 15 jurisdictions in the US and the EU. The Company is committed to providing the type of education and transparency patients deserve and quality of product that clinicians expect.


”



Bj Carretta

Marketing Advisor

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