



SEO in The Cannabis Industry



Digital Marketing Strategist

Uniquely Qualified to Help Businesses With Digital Marketing

Dan Stratford

- Digital Marketing Since 1997
 - SEO
 - Adwords/PPC/Paid Search
 - Website Development
 - Social Media
 - Display/Programmatic/Remarketing/Retargeting
 - Lead Nurturing/Email Marketing
 - Consulting & Training
- Product Development to Business Development
 - Dex Media - \$28M to Over \$120M
 - LexisNexis – Grew to Over \$10M/Year
 - C1 Partners – Grew a \$1M Agency
 - Lawyermarketingexpert.com
- Strategic
 - Messaging Development
 - Results Based Strategy Development
 - Tracking Results at Conversion Level



Classes Offered

Uniquely Qualified to Help Businesses With Digital Marketing

- Free Training Sessions
 1. Prioritizing Your Digital Marketing
 2. Messaging
 3. Keyword Research
 4. Competitive Analysis
 5. On-Site SEO
 6. Off-Site SEO
 7. Local SEO
 8. Adwords Setup and Strategy Development
 9. Social Media Marketing
 10. Lead Nurturing
- Paid Workshops
 1. Keyword Research
 1. Google Search Console
 2. Competitor Keyword Research
 2. On-Site SEO
 1. Keyword Mapping
 2. Titles, Meta and Technical SEO
 3. Internal Linking
 4. Blogging
 3. Off-Site SEO
 1. Local
 2. Link Building

Digital Marketing Consultant

Uniquely Qualified to Help Businesses With Digital Marketing



Mark Trenner

Patent Attorney at Trenner Law Firm, LLC

June 1, 2017, Mark was a client of Dan's

I worked with Dan for several years. He helped bring my law firm website and marketing strategy into the 21st Century. He truly is a marketing expert with integrity - just like the name says. He also taught me a lot along the way about how to effectively market my law firm. Thanks in part to Dan, my law practice is now very well known throughout Colorado. I highly recommend Dan for any of your marketing needs.



Aaron Fhima

2 months ago

★★★★★ Dan is truly great at what he does. Currently he consults for my law firm on an array of digital marketing issues, from SEO to PPC and beyond. I brought Dan onboard after switching digital marketing companies, both to consult and to provide project oversight. I recommend him for any digital marketing needs.



Keith McCurdy

Senior Art Director at ProposalSoftware.com

“ I've had the privilege of working with Dan on several interactive projects at MCG. He's one of the most knowledgeable Search Marketing experts I've seen. Dan is great with clients, projects a warm professionalism and has been a strong asset to our company. If you need an experienced, knowledgeable SEO/SEM professional to do the job, make sure you have Dan on board.



Emilie Hagney Downs

2 months ago

★★★★★ I attended one of Dan's trainings. His information is very valuable and helpful for business owners and marketing VPs.



Andrew Machol

2 months ago

★★★★★ Attended a recent workshop on SEO and other great information given for the marketing industry by Dan. It was a great experience, I look forward to working with Dan and Stratex Digital Marketing in the future on projects.



Neema Rahmani

a month ago

★★★★★ Dan has been instrumental in helping set up and coordinate our SEO efforts. He is highly knowledgeable and experienced in digital legal marketing. I strongly recommend him to anyone who is serious about improving his or her online marketing results.



Cathy Westbury

2 months ago

★★★★★ I attended a training workshop on messaging this week run by Dan Stratford. It was interesting and full of useful information and advice, both for new businesses and established ones. I highly recommend Dan and this workshop.



Brent Powers

6 months ago

★★★★★ We knew we needed to do a better job with digital marketing, and we reached out to a few companies for help. Dan Stratford helped us map out a decision making process based on our goals, and ultimately helped us choose the right vendor ... [More](#)



Shiro Hatori

3 weeks ago

★★★★★ Dan really helped us out with our SEO. He explains things in terms that make sense so we have a perspective on where efforts are going towards. It has helped us with our attorney business greatly in our local area.

Agenda

1 First Steps to Marketing Your Business

2 Foundational SEO

3 Competitive SEO

4 Case Studies

bit.ly/StratexFreeResources

Includes
Presentations,
Articles, Videos and
more from Stratex
and Other Industry
Experts

First Steps in Marketing

- Branding
- Messaging
- Goals
- CPA Tolerance

Branding

- Business Name
- Logo/Colors
 - Cards
 - Website
 - Signs

Messaging

- Target Buyer Personas
- Value Proposition
- Engaging, Customer Focused Content
- Across All Media
- Do it yourself – FREE
- Vendors? \$1,000 to \$10,000+

Messaging

Step Many Businesses Ignore: Messaging Development

- **Established Your True North**
- Keeps You Focused
- You Hire The Right People
- Happier Customers
- Happier Employees
- Happier YOU!
- Redo Yearly



Messaging-Target Buyers

What do I mean by messaging?

1. Knowing Your Target Buyers

- Psychographics, NOT just demographics
- What problems do they have that you can solve?
- What solutions are they looking for that you can provide?
- Why do they buy?
- What are their pet peeves?
- **“Niche”**



Messaging – Value Prop

“Elevator Pitch”

2. Positioning

- How do solutions match up with your target buyers?
- How do you service them better than any of your competitors?
- What is your 60 second **elevator** pitch?
- Everyone in your company needs to know it



Messaging Platform Example

To:
Small & Medium
Sized Business
Owners.

Reinforcement Message

As a result of working with Stratex, you have a business or firm that is growing and thriving. You sleep easy knowing that your marketing is working so you can focus on running a more successful business. You feel in control, you do not spend time worrying about how you are going to drive leads and sales for your business.

- Testimonials
- Certifications
- Experience

Engagement Message

Why isn't my website helping me grow my business?

What digital marketing strategies should I be using to grow my business?

Who can I trust to help me develop and implement the best digital marketing strategy for my business?

Stratex Digital Marketing Services

Value Prop/Positioning Statement

Stratex Digital Marketing is the only digital marketing company that provides training, consulting and wholesale services. When you work with us, you work with true "consultants". Unlike "salespeople" whose goal is to sell you their own digital marketing services, Stratex consults with businesses to help them develop the most profitable strategies for their business and find the right solutions, including training for their internal teams. Our lead consultants have been developing digital marketing strategies & building digital marketing companies since the 1990s.



Solution Message

You want the Internet to drive profitable sales for your business.

You want to know which programs are working so you can continue to make knowledgeable decisions about how to invest your marketing dollars wisely.


You have a marketing partner you can trust to look out for you and help you succeed in your online marketing efforts.



Examples of Websites That Use Excellent Messaging

[Home](#) » [Security Cameras](#)

PRODUCTS

DVRs and Kits 

Security Cameras

Wireless & IP Cameras

Alarms & Doorbells

Mini Video

Accessories

FILTER BY



Range:US\$0-US\$1200

Smartphone

☐ Smartphone (1)

Camera TVL

☐ 400 (3)☐ 900 (8)☐ 480 (1)☐ 720p (9)☐ 520 (1)☐ 1080p (9)☐ 700 (2)☐ 1080p 3MP (4)

SECURITY CAMERAS

Security cameras are a great way to provide security for your home or workplace. As well as providing you with video footage of any events that may happen, they also act as a visible deterrent to criminals.

Swann produces a range of cameras, ensuring there is one suitable for every budget. Our range runs from state-of-the-art HD cameras with 3 megapixel sensors, optical zoom, and pan and tilt functions, through to our great value D1 advanced series range.

When connected to a Swann DVR security system all of our cameras can be accessed remotely from your smartphone, tablet or desktop. Allowing you to check in on your home security cameras or monitor staff at work wherever you are. Many of our security systems can also be set to be motion activated, recording footage when motion triggers them. We also have a range of outdoor and wifi enabled cameras.

Sort By

Position  

Show

25 

per page

Page:

1

2

>

**PRO-735 - Multi-Purpose Day/Night Security Camera - Night Vision 85ft / 25m**

SWPRO-735CAM

MSRP:\$59.99 3.8 / 5 (6)

720 TV Lines high video quality / 85ft 25m excellent night vision / Cable threaded through stand for additional security / Weather proof IP67 casing / 60ft 18m BNC cable / Easily connects to your TV & DVR Durable & Powerful 720TVL. Waterproof casing and hidden enclosed cabling to survive the harshest conditions!

720 TVL

CMOS


 82ft 59°

Nest Cam

[Meet Nest Cam](#) | [Install & Explore](#)

See your home. Away from home.

Dropcam is now Nest.
Meet the new Nest Cam

Watch the video 

\$199

BUY NOW

Watch your Dropcam video on the [Nest](#) or [Dropcam](#) app.

[Get 24/7 Dropcam support >](#)

[Find out what's changing with Dropcam >](#)





FERTILITY
CENTER &
APPLIED
GENETICS
of Florida, Inc.

Fertility Center And Applied Genetics Of Florida

Fertility Center and Applied Genetics of Florida is a Fertility Center providing comprehensive fertility services (**IVF, IUI, PGD, PGS, Family Balancing/Sex Selection, Reproductive Surgeries, egg donation, surrogacy**) for Tampa Bay, Tampa, Sarasota, Bradenton, Orlando, Ft. Myers, Naples, all Florida, U.S., and International patients. Dr. Pabon is a fertility doctor (**Reproductive Endocrinologist and Infertility Specialist**) specializing in IVF, Tubal Reversals, Preimplantation genetic diagnosis, egg donation, surrogacy, and general infertility with offices in Sarasota and Bonita Springs, Florida, U.S.A.

Dr. Pabon is a nationally recognized Reproductive Endocrinologist and Infertility Specialist that has received "Top Doctor" designation by U.S. News and World Report and by the Castle Connolly agency



Planning for Pregnancy

Fertility Treatments

Specialists

Clinics

Fees

Why IVFAustralia?

Resources

Turn Hope into Happiness

If you're trying to get pregnant and it's taking longer than you expected, our Fertility Specialists can help you understand the possible reasons why you can't, and most importantly how you can. Come along to one of our [free information seminars](#) >

The IVFAustralia difference 

Why can't I get pregnant? 

I want to meet a doctor 



Considering becoming a sperm donor?

Inside every hero there are millions more. Donate your sperm and help create a life.

[Find out more](#)



Join the 4 week fertility program

Is 2016 the year you want to fall pregnant? Improve your chances of conceiving and join our free 4 week fertility program.

[Join now](#)



Free information evenings

27
JAN

Wednesday 6:30pm
Sydney CBD

[See all upcoming sessions](#)



RANKED #1
PERSONAL INJURY FIRM
IN LOS ANGELES

\$1,453,389,173 won

yelp[®]



209 reviews • 5 ★ Avg

Google



104 reviews • 5 ★ Avg

Avvo



53 reviews

CLICK HERE FOR
LIVE CHAT



Iniciar chat en español

I am beyond happy with the hard work, attention and

I can say with confidence that this team is the best in the

My entire experience with thi

There is an Opportunity to Engage Better Than Your Competitors Who Are Racing to The Bottom

Most Dispensaries are not engaging their target buyers or differentiating, rather, they are offering “Low Prices” and “Deals”.

Aren't there other reasons quality, profitable clients choose a dispensary? You should want high value, loyal customers. If you build your business on the lowest price you will always fighting that battle.



The screenshot displays the Greenworks Cannabis website. The header features the brand name "GREENWORKS" in large white letters with a green cannabis leaf logo in the "O", followed by "-CANNABIS-" in smaller white text. A navigation bar includes links for "MENU", "HOURS", "INFO", and "BLOG". The main content area has a green background with a large circular logo on the left that says "GREENWORKS CANNABIS" around a central leaf. Below the logo is the tagline "KNOWLEDGE • EXPERIENCE • COMPASSION". On the right, a "DAILY STORE DEALS - ALL LOCATIONS" box lists various products and their prices.

DAILY STORE DEALS - ALL LOCATIONS	
\$6	GRAM OF FLOWER
\$14	3.5G FLOWER
\$5	ONE GRAM PRE-ROLL
\$20	7G SHAKE BAGS
\$39	1G CO2 VAPE CARTRIDGES
\$20	1G DAB WAX (\$16 ON WAXY WEDNESDAY)
\$80	OZ MID SHELF FLOWER

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CALL US TODAY! 720-644-8874

 **REVIEWS**

VISIT US TODAY
1995 S Broadway
Denver, CO 80210
720-644-8874

THE LITTLE BROWN HOUSE



DISPENSARY HOURS
Monday – Friday: 10 am – 8 pm
Saturday: 11 am – 8 pm
Sunday: 11 am – 5 pm

HOME **WEEKLY DEALS & PRICING** **FLOWER** **CONCENTRATES** **EDIBLES & MORE** **CONTACT US**



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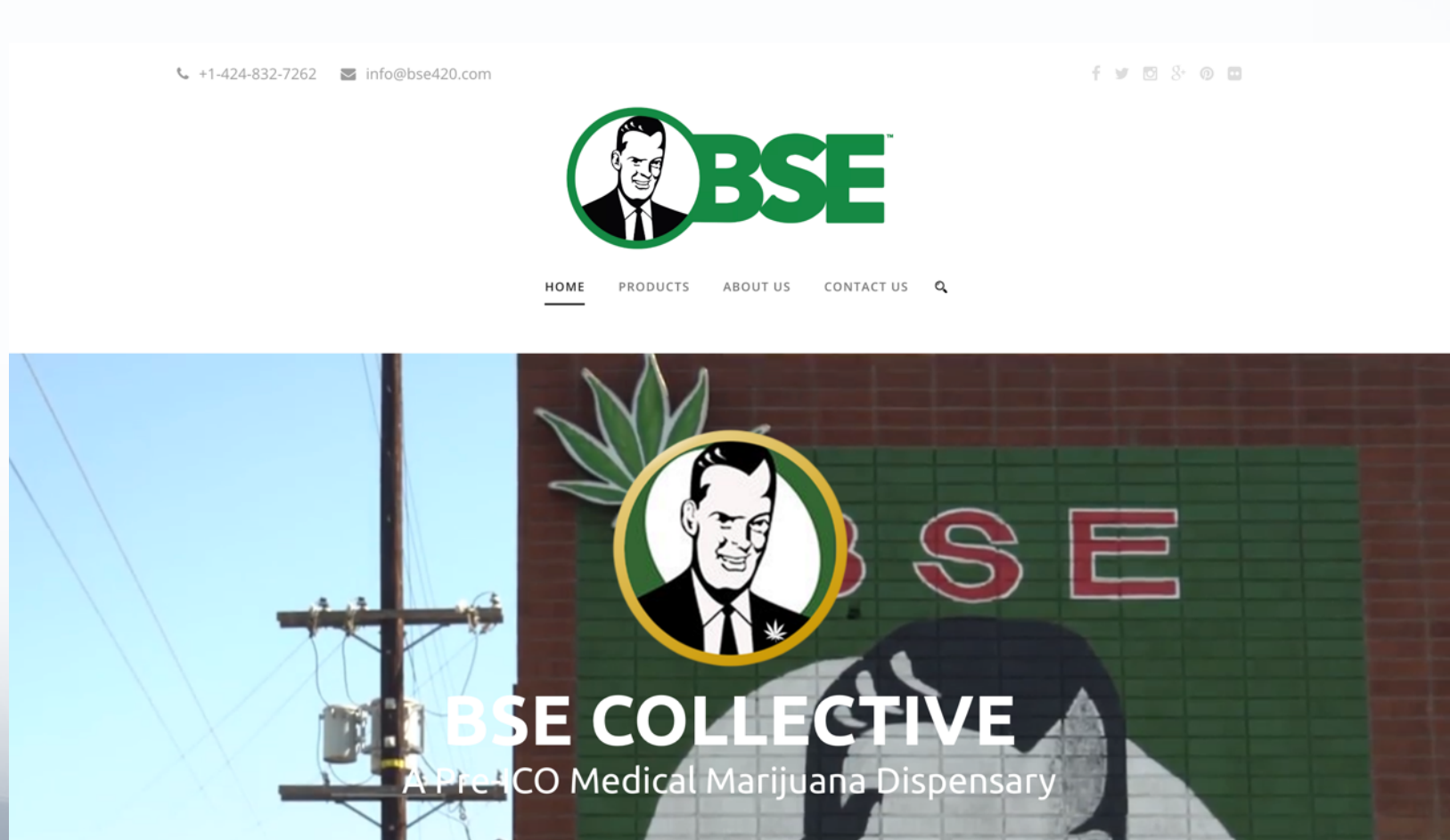
The screenshot shows a website for a Marijuana Dispensary. The header is black with white navigation links: HOME, MEET THE BUDTENDERS, PRODUCTS, COMMUNITY SUPPORT, PHOTOS, CONTACT, and SHOP. A green button labeled 'Follow Us' is on the right. The main banner has a green and yellow striped background with the text 'WELCOME TO THE HOUSE!' in green. Below this is a white house icon with a green cross, the letters 'HH' in green, and a green ribbon banner with the text 'Marijuana Dispensary' in white script. The bottom section is black with green text: 'Spend 60+tax and spin the wheel for exclusive deals!'. To the right is the text 'Daily Deals' above a colorful spinning wheel. A list of conditions is on the left:

- Must spend \$55 before tax on anything outside of flower from the jar.
- Can only spin the wheel once per transaction and once per 4 hours (No Exceptions)

There is an Opportunity to Engage Better Than Your Competitors Who Are Racing to The Bottom

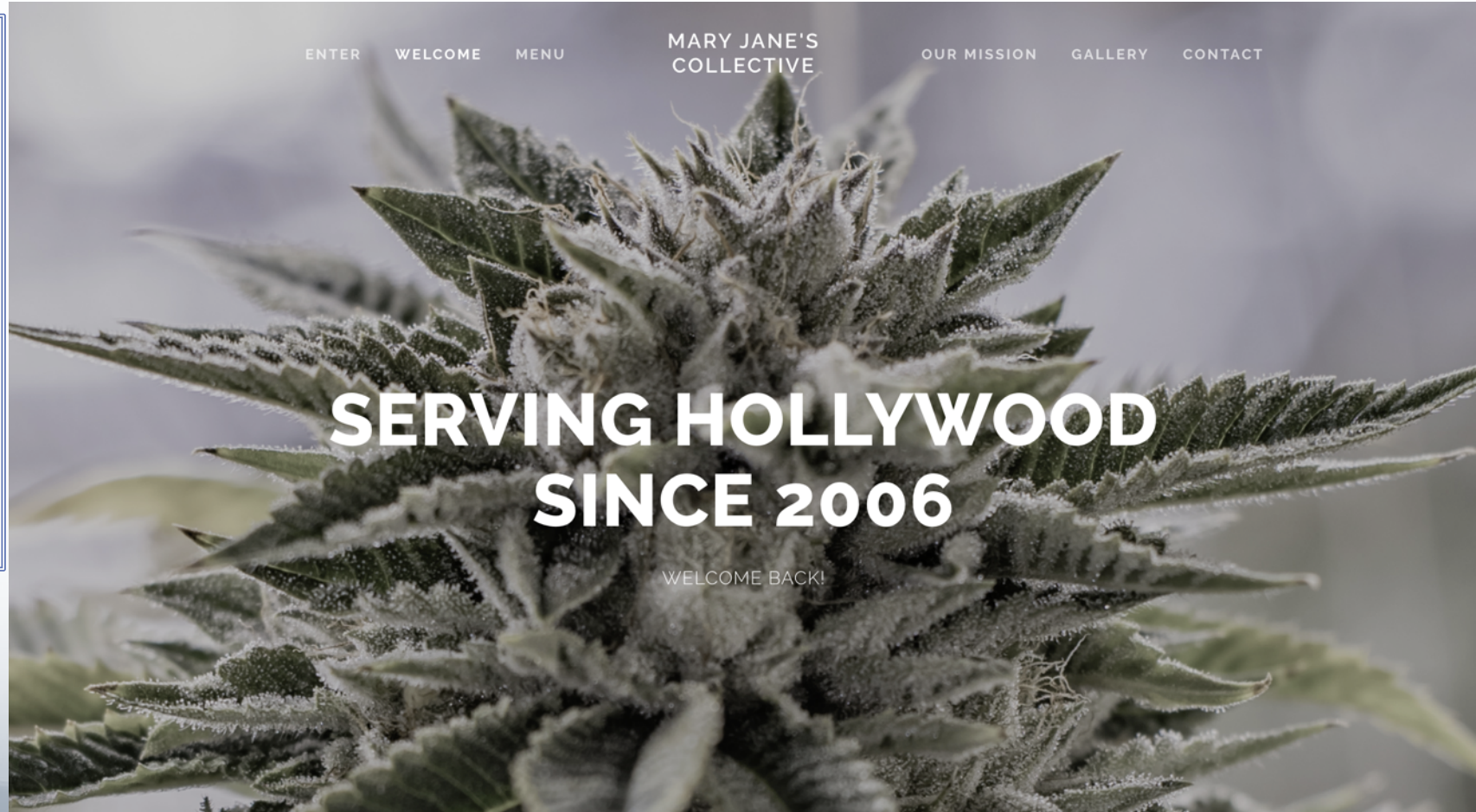
Most Dispensaries are not engaging their target buyers or differentiating, rather, they are offering “Low Prices” and “Deals”.

Aren't there other reasons quality, profitable clients choose a dispensary? You should want high value, loyal customers. If you build your business on the lowest price you will always fighting that battle.



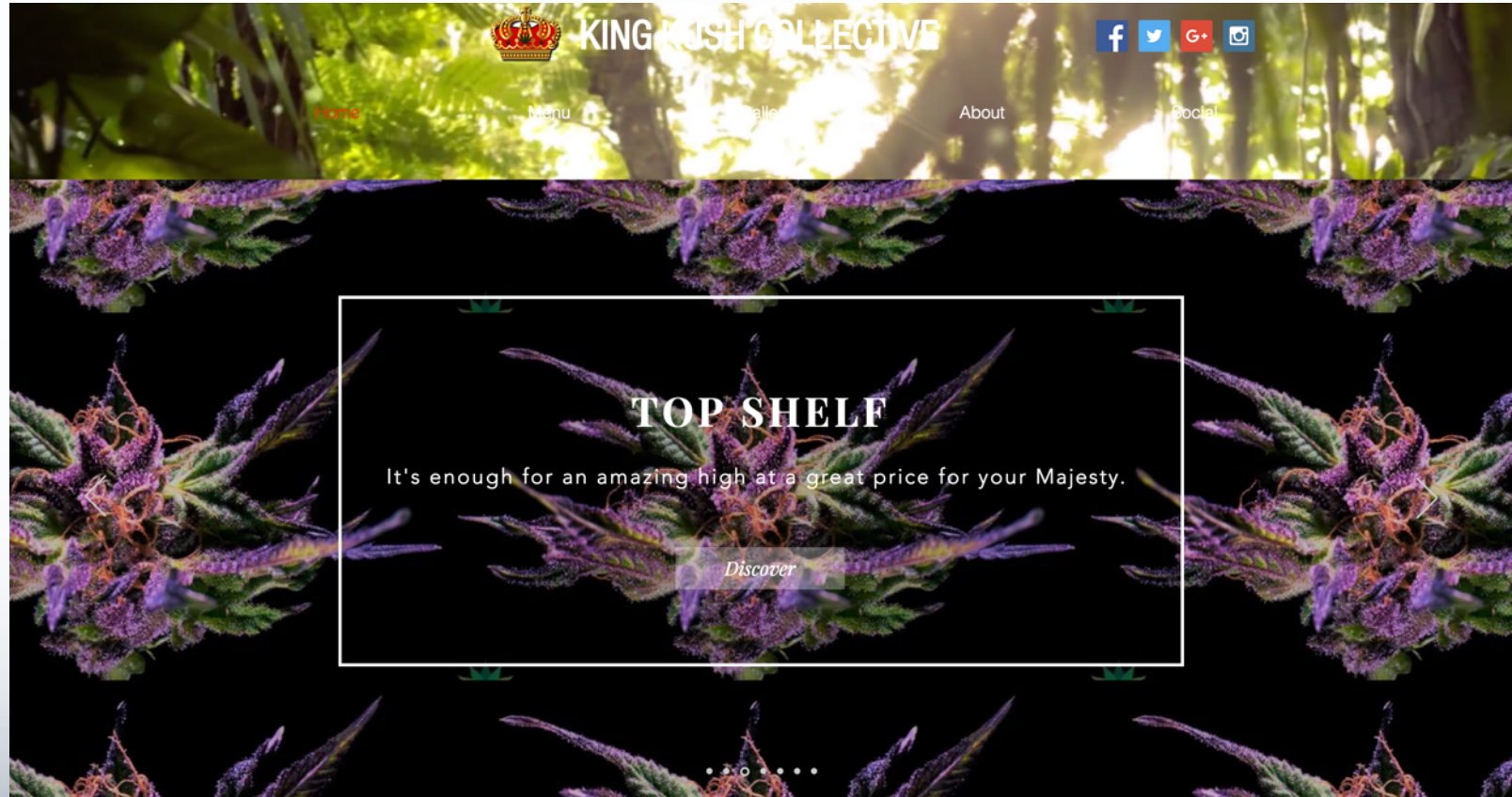
There is an Opportunity to Engage Better Than Your Competitors Who Are Racing to The Bottom

These guys
engage
with
Hollywood
customers
who care
about
credibility.



There is an Opportunity to Engage Better Than Your Competitors

This dispensary is trying to engage with a higher end prospect who cares about exotic, top shelf, etc.



Cost Per Acquisition

What is Your Cost Per Acquisition Tolerance?

- What is the lifetime value of your customer?
- How much money can you lose in the short run?
- Residual revenue businesses often have higher cost per acquisition due to market forces: established or well funded competitors are willing to lose money on acquisition for months, sometimes years.



Why is search engine friendly important?

DID YOU KNOW?



That 93% of the online experiences begin with a Search Engine?



That search still is the #1 driver of traffic to content sites?



That 75% of users never click past the first page of search results?



That 70% of the links users click on Search are Organic?



That Content Marketing brings up to 2000% increase in blog traffic and 40% increase in ROI?



That over 39% of customers today come from Search?

SEO Foundation

- Keywords
- Website
- Social
- Local

Why Keywords?

- The *Foundation* of Your Digital Marketing:
 - Engagement Message
 - SEO
 - Social Media
 - Advertising
- ... all Keyword Oriented

Keywords Connect Your Prospects to Your Site



Don't Guess!

1. You'll Miss Important Terms
2. You'll Focus on Unimportant Terms

Example

How do you think people are searching for Cannabis Retail Stores?

Store?

Shop?

Dispensary?

Answer for Denver

Keyword	Monthly Google Estimated Search Volume
denver dispensaries	33,100
dispensaries in denver colorado	9,900
denver dispensary	2,900
dispensary denver	2,900
dispensaries in denver	2,400
denver recreational dispensaries	1,300
denver recreational dispensary	1,000
recreational dispensaries in denver	1,000
denver colorado recreational dispensary	880
marijuana dispensaries denver	880

Keyword	Monthly Google Estimated Search Volume
denver pot shops	2,900
denver weed shops	1,000
weed shops in denver	720
denver marijuana shops	590
marijuana shops in denver	320
pot shops in denver	320
denver colorado weed shops	210
denver cannabis shops	170

Keyword	Monthly Google Estimated Search Volume
marijuana stores in denver	320
denver weed stores	320
weed stores in denver	260
denver marijuana stores	210
pot stores in denver	170
marijuana stores denver	140

Answer for Seattle

Keyword	Monthly Search Volume
recreational dispensary seattle	1300
recreational dispensary seattle	1300
dispensary seattle	880
west seattle dispensary	720
west seattle dispensary	720
marijuana dispensary seattle	590
weed dispensary seattle	390
seattle dispensary	390
dispensary downtown seattle	260
seattle recreational dispensary	210

seattle marijuana shop	70
cannabis shop seattle	70
cannabis shops in seattle	50
recreational marijuana shop seattle	30
marijuana shop in seattle	10
legal marijuana shops in seattle	10
legal marijuana shops seattle	10
seattle marijuana store	90
recreational marijuana stores seattle	90
cannabis store seattle	70
recreational marijuana stores in seattle	50
seattle recreational marijuana stores	50
recreational marijuana seattle stores	50
marijuana seattle store	50
cannabis stores in seattle	40
legal marijuana store seattle	30
seattle cannabis store	30
seattle recreational marijuana store	20
recreational marijuana seattle store	20
legal marijuana stores seattle	20

where to buy cannabis in seattle	90
buying cannabis in seattle	90
how to get marijuana in seattle	90
seattle buy marijuana	90
mmj clones seattle	70
buy marijuana seattle	50
where can i buy marijuana in seattle	30
where to buy marijuana seattle	30
buy marijuana in seattle	30
where to buy recreational marijuana in seattle	20
where to get marijuana in seattle	10
where can you buy marijuana in seattle	10
where to buy legal marijuana in seattle	10
seattle mmj farmers market	90
craigslist seattle mmj	90
mmj seattle	70
seattle mmj	40
mmj delivery seattle	30
mmj dispensary seattle	10
is cannabis legal in seattle	90

Answer for San Francisco

Keyword	Monthly Search Volume
san francisco dispensary	6600
marijuana dispensaries san francisco	170
marijuana dispensary san francisco	140
medical marijuana dispensaries san francisco	140
best dispensary in san francisco	110
berner dispensary san francisco	90
san francisco medical dispensary	90
medical dispensary san francisco	90
cheapest dispensary in san francisco	90
cannabis dispensary san francisco	70
san francisco dispensary menu	70
best dispensary san francisco	70
san francisco weed dispensary	70
san francisco marijuana dispensary	70
san francisco dispensary map	70
dispensary in san francisco	70
marijuana dispensaries in san francisco	50
san francisco marijuana dispensaries	50
san francisco cannabis dispensary	50
medical marijuana dispensary san francisco	40
san francisco medical marijuana dispensaries	40

weed shops in san francisco	20
buying marijuana in san francisco	90
buy weed san francisco without card	90
where to buy weed in san francisco	50
where to buy pot in san francisco	50
buying weed in san francisco	50
how to buy pot in san francisco	50
buy weed in san francisco	40
how to buy weed in san francisco	40
san francisco weed	140
is weed legal in san francisco	140
mmj doctor san francisco	140
how to get weed in san francisco without a card	140
where to get weed in san francisco	110
how to get weed in san francisco	110
can you smoke weed in san francisco	90
weed san francisco	90
how to find weed in san francisco	90
is marijuana legal in san francisco	90
is it legal to smoke weed in san francisco	90
san francisco marijuana legal	90

Answer for Massachusetts

Keyword	Monthly Search Volume
massachusetts dispensary	8100
massachusetts medical marijuana dispensaries	260
massachusetts marijuana dispensaries	210
medical marijuana dispensaries in massachusetts	210
medical marijuana dispensaries massachusetts	170
marijuana dispensary massachusetts	140
massachusetts marijuana dispensary	140
massachusetts marijuana dispensary locations	110
dispensary massachusetts	90
marijuana dispensaries massachusetts	70
massachusetts medical marijuana dispensary	70
medical marijuana dispensaries in massachusetts locations	70
dispensary in massachusetts	50
medical marijuana in massachusetts dispensaries	50
massachusetts cannabis dispensary	30

where to get medical marijuana in massachusetts	70
where to get weed in massachusetts	40
how to get a marijuana license in massachusetts	90
how to get a medical marijuana card in massachusetts	90
how to obtain a medical marijuana card in massachusetts	90
how to get medical weed in massachusetts	90
how to get medical marijuana in massachusetts	90
how to get a marijuana card in massachusetts	50

massachusetts legal weed	390
legal weed massachusetts	90
weed legal massachusetts	90
legal marijuana massachusetts	70
legal weed in massachusetts	70
medical marijuana massachusetts	1900
massachusetts medical marijuana	1300
marijuana massachusetts	1000
massachusetts marijuana	1000
weed in massachusetts	880

Your Foundation: Establishing a Quality Web Presence

1. SEO Friendly Website



2. Engaging Website



3. Connected Website



1. SEO Friendly Website

- Indexable Content
 - Avoid Flash or Java Script Based Site
 - You can HAVE these, but not as a foundation
- SEO Friendly URLs
- User Friendly Site Architecture
- Fast Load Times
- Mobile Responsive
- Hundreds of On-Site Technical Factors
- Most Web Designers & Developers Are Not up to Speed on Latest SEO Factors
- You should find a SEO expert who has a track record and references, or you will risk wasting time and money.



bit.ly/StratexFreeResources

Includes Presentations, Articles, Videos and more from Stratex and Other Industry Experts

2. Engage

- Content That Engages With Your Target Prospects Pain Points and Desired Solutions (as previously demonstrated)
- Company Positioning/Differentiators
- Testimonials
- Calls to Action
- Video
- Unique *Written* Content
- Social Media Links
- Blog
- Trust Signals
- Title Tags/Meta-Description/Headings
- NAP (Name Address, Phone)



Any page that could be the entry point to your website should have all of these factors

3. Connected Website



Connected Website

Google Properties

- Google My Business (Local Page)
- Youtube
- Google Analytics
- Google Search Console

Local Directories

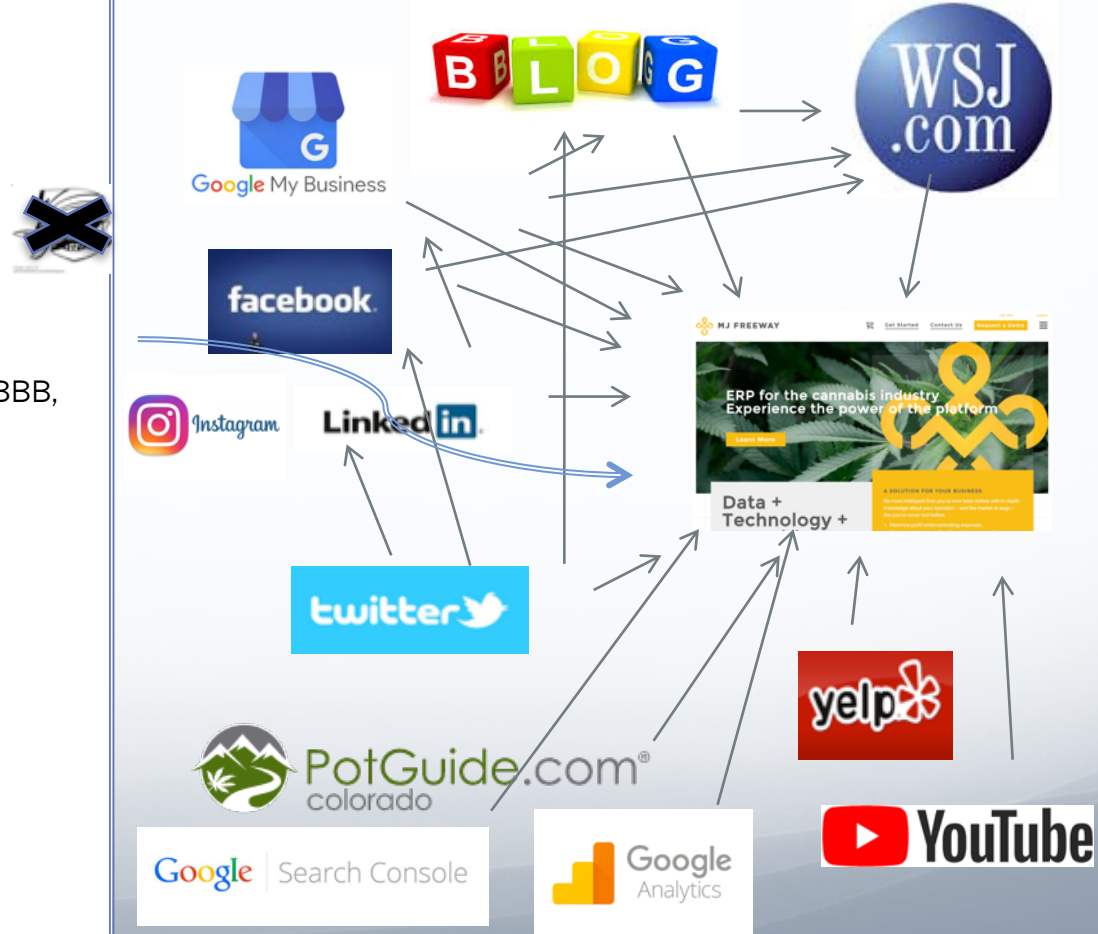
- Yelp, Bing, YP.com, etc
- Industry Directories -
- Local Organizations such as online magazines, BBB, Chambers of Commerce

Mentions on and Links From Other Websites

- Industry Websites and PR
- Guest Blogging
- Relevant Content
- Infographics
- **Bad Backlinks Can Be Difficult to Overcome**

Social Media

- Google , Facebook, LinkedIn, Twitter, Instagram, Pinterest and others
- Are you active in social media?



Industry Sites

Industry

- www.coloradopotguide.com
- www.weedmaps.com
- www.leafbuyer.com

Local Magazines

www.westword.com



Westword




How to Choose Priority Industry Sites and Local Magazines to List

Do a search on your most valuable search terms.

Google

SEOquake About 217,000 results (0.81 seconds)



Rating Hours

Altitude The Dispensary
4.6 ★★★★★ (569) · Cannabis store
8.1 mi · 6858 E Evans Ave · (303) 796-8888
Opens soon · 8AM

The Healing House
4.1 ★★★★★ (59) · Cannabis store
7.3 mi · 2383 S Downing St · (720) 379-3816
Closed · Opens 9AM

Sacred Seed
4.7 ★★★★★ (399) · Cannabis store
8.0 mi · 5885 E Evans Ave · (303) 756-3762
Closed · Opens 9AM


[More places](#)

Denver Marijuana Dispensary | Recreational Cannabis | Weed Store
marijuanadiblesdenver.com/ ·
Medicinal & Recreational Cannabis - Visit our Denver Marijuana Dispensary today! At Denver Dispensary, we are committed to providing our clients with the highest-quality cannabis and medicine available, and at the most affordable prices.
[About Denver Dispensary ... · Recreational Marijuana Menu · Edibles · News](#)

Denver Recreational Dispensary - Denver, CO - Reviews - Menu ...
<https://weedmaps.com/dispensaries/denver-recreational-dispensary-summit-wellness-2> ·
★★★★★ Rating: 4.8 - 168 reviews · Price range: \$20.00 - \$37.00 per eighth
Denver Recreational Dispensary is a medical marijuana dispensary located in the Denver Downtown, CO area. See their menu, reviews, deals, and photos.

Google

SEOquake About 704,000 results (0.81 seconds)



Rating Hours

NETA Northampton
4.6 ★★★★★ (256) · Herb Shop
Northampton, MA · (413) 727-8415
Opens soon · 10AM

NETA Brookline
4.5 ★★★★★ (442) · Herb Shop
Brookline, MA · (617) 841-7250
Opens soon · 10AM

Patriot Care Lowell
4.6 ★★★★★ (116) · Cannabis store
Lowell, MA · (978) 289-1088
Opens soon · 10AM

[More places](#)

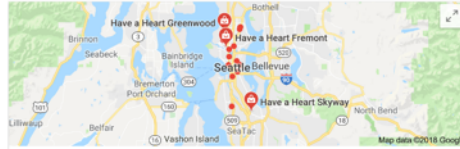
Massachusetts Marijuana Dispensaries | PotGuide.com
<https://potguide.com/massachusetts/marijuana-dispensaries/> ·
Alaska Marijuana Dispensaries A. All Listings. Arizona Marijuana Dispensaries D. All Listings. California Marijuana Dispensaries E. All Listings. Florida Marijuana Dispensaries I. Hawaii Marijuana Dispensaries K. Illinois Marijuana Dispensaries N. Maine Marijuana Dispensaries U. Massachusetts Marijuana Dispensaries S.
Massachusetts Marijuana Laws · Boston · NETA · Northampton · Northampton

Massachusetts Marijuana Dispensary Map & Directory | Kush Tourism
<https://kush-tourism.com/massachusetts-marijuana-dispensary-map-directory/> ·
Although Massachusetts just legalized recreational marijuana, there are not yet any recreational retail locations open to the public. Currently you cannot purchase marijuana legally unless you have a medical marijuana card.

Is Weed Legal in Massachusetts? Recreational Marijuana in ...
<https://kush-tourism.com/massachusetts-marijuana-information/> ·
Massachusetts legalized recreational marijuana but now the question is when and where can you buy pot in Massachusetts and Boston? Dispensary are open and.

Google

SEOquake About 2,490,000 results (0.99 seconds)



Rating Hours

Have a Heart Skyway
4.9 ★★★★★ (1,916) · Cannabis store
Seattle, WA · (206) 258-3331
Closed · Opens 8AM

Have a Heart Fremont
4.8 ★★★★★ (386) · Cannabis store
Seattle, WA · (206) 632-7126
Closed · Opens 8AM

Have a Heart Greenwood
4.8 ★★★★★ (355) · Cannabis store
Seattle, WA · (206) 708-7443
Closed · Opens 8AM

[More places](#)

Marijuana Dispensaries Near Me in Seattle, WA for Medical ...
<https://weedmaps.com/dispensaries/in/united-states/washington/seattleking-county> ·
Marijuana Dispensaries Near Me in Seattle, WA for Medical & Recreational Weed. Weedmaps.

Ganja Goddess Cannabis Store: Seattle's Best Pot Shop
www.ganjadispatch.com/ ·
Recreational marijuana store in Seattle, Washington. Ganja Goddess offers cannabis strains, edibles, and concentrates at its retail pot shop in downtown Seattle.

Best Cannabis dispensaries in Seattle, WA - Yelp
https://www.yelp.com/search?find_desc=Cannabis+Dispensaries&loc=Seattle%2C... ·
Have a Heart · Belltown. 64 reviews. \$\$ Cannabis Dispensaries. Pot Shop Seattle. 30 reviews. \$\$ Cannabis Dispensaries. Herban Legends. 40 reviews. Cannabis Clinics. Dockside Cannabis. 40 reviews. Cannabis Clinics. Seattle Cannabis Co. 29 reviews. American Mary. 50 reviews. Kush 21. 37 reviews. Uncle Ike's CD. 158 ...



Connected Web Presence Success

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Referrals

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rankings

The screenshot displays a Google search for "the healing house". The search bar at the top shows the query and a microphone icon. Below the search bar, navigation tabs for "All", "Maps", "Shopping", "News", "Images", "More", "Settings", and "Tools" are visible. The search results show approximately 137,000,000 results in 0.74 seconds.

The first search result is titled "The Healing House: Denver, CO: Medical & Recreational Marijuana ..." with a link to healinghousefamily.com/. The description states: "The Healing House of Denver wants to be your source for medical & recreational marijuana. We have over 40 strains, a variety of edibles, oils & more!"

The second result is "Healing House Denver Marijuana Store 2383 S Downing St Denver ..." with a link to <https://www.leafly.com/Dispensaries>. It has a 4.8-star rating from 175 votes. The description reads: "Healing House is a connoisseur level MMC that prides itself on customer service and the highest quality flower. All of our flower is grown in a top soil using organic certified teas and veganic certified nutrients, without any pesticides. Try our exclusive strains. We offer eighths starting at \$25, and \$125 ounces. First time ..."

The third result is "Healing House - Medical - Denver, CO - Reviews - Menu - Photos ..." with a link to <https://weedmaps.com/dispensaries/healing-house-2-denver>. It has a 4.3-star rating from 96 reviews. The description includes the address "2383 S. Downing Street Denver, CO 80210 - Dispensary" and contact information "(720) 379-3816kd.healinghouse@gmail.com". It also lists operating hours: "Open Now 9:00am - 9:45pm. Sunday. 9:00am - 9:45pm. Monday. 9:00am - 9:45pm. Tuesday. 9:00am - 9:45pm. Wednesday. 9:00am - 9:45pm. Thursday. 9:00am - 9:45pm. Friday. 9:00am - 9:45pm."

The fourth result is "Medical & Recreational Marijuana Dispensary ... - The Healing House" with a link to healinghousefamily.com/home/. The description says: "Visit the recreational and medical marijuana shop that does more than just elevate your state of mind—visit the Healing House located in Denver, CO."

The fifth result is "Medical marijuana dispensary review: Healing House in Lakewood ..." with a link to www.westword.com/.../medical-marijuana-dispensary-review-healing-house-in-lakewood. The description mentions a May 2, 2013 review: "The Healing House menu is freaking huge, and that alone makes it seem like another warehouse crap shack in the boonies getting by on a (somewhat)..."

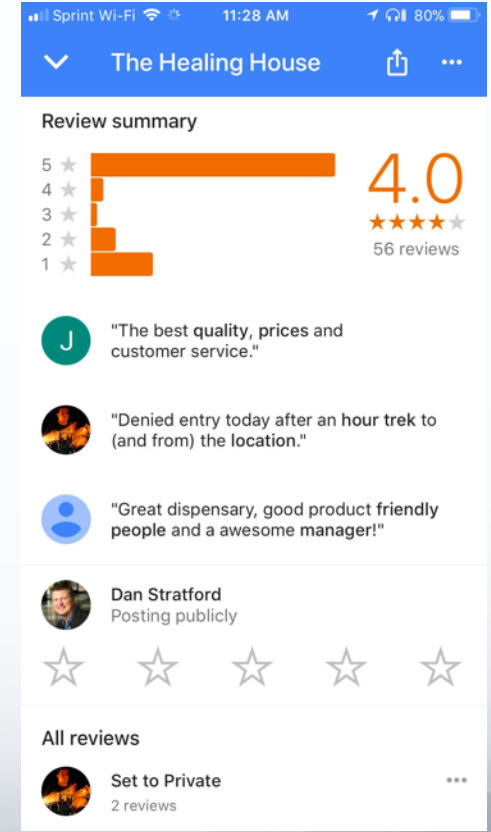
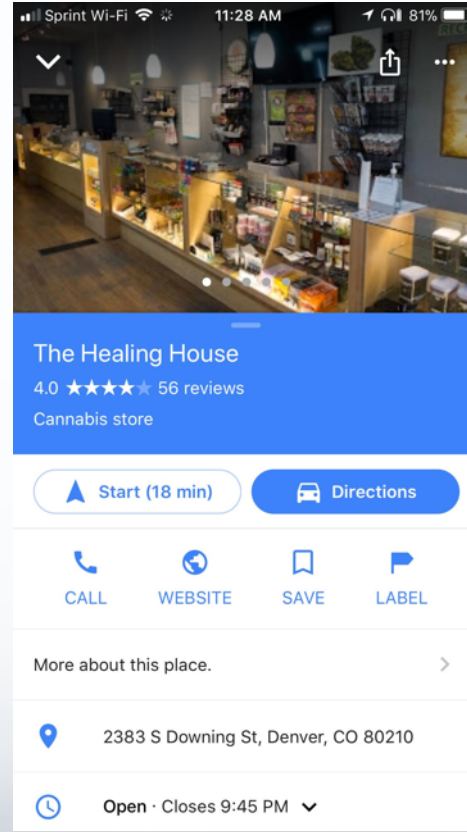
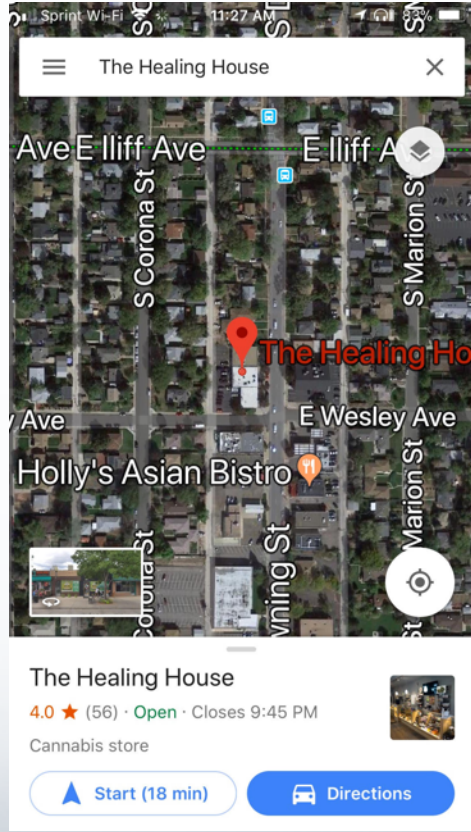
On the right side of the screenshot, a Google Maps listing for "The Healing House" is shown. It features a 4.0-star rating from 56 Google reviews and is identified as a "Cannabis store in Denver, Colorado". The listing includes a "Website" button and a "Directions" button. The address is "2383 S Downing St, Denver, CO 80210" and the hours are "Open today · 9AM–9:45PM". The phone number is "(720) 379-3816". There are buttons for "See photos" and "See outside". Below the listing, there is a "Suggest an edit" link and a "Know this place? Answer quick questions" section. The "Questions & answers" section shows a question from 11/6/2017: "the Kay at the door was being a witch to me and my friend. I am so angry I want to calm down..." and an answer: "At the door is the security check. What were you missing?" (1 more answer). A "See all questions (1)" link is at the bottom.

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Competitive SEO

- Overtake Your Competitors
- Capture New Customers

SEO/Local SEO

- Over 30,00 monthly searches for “Denver Dispensary”
- What would capturing just 5% of these searchers mean for your business?
- Estimated Investment With an Agency?
 - \$1,500-\$2,500/month
 - Once you rank, you may be able cut back on spending
 - Shouldn't Stop



denver dispensaries



All Maps Shopping News Images More Settings Tools

About 311,000 results (0.79 seconds)



Rating Hours

Altitude The Dispensary

4.6 ★★★★★ (553) · Cannabis store
8.1 mi · Denver, CO · (303) 756-8888
Open · Closes 9:45PM



Altitude The Dispensary

4.7 ★★★★★ (454) · Cannabis store
8.9 mi · Denver, CO · (720) 708-5428
Open · Closes 9:45PM



Little Brown House

4.8 ★★★★★ (67) · Cannabis store
7.8 mi · Denver, CO · (303) 282-6206
Open · Closes 8PM



[More places](#)

Recreational and Medical Marijuana Stores in Denver | Colorado Pot ...

<https://www.coloradopotguide.com> › [Where to Buy Marijuana](#) › [Denver](#) ▼
Denver is the largest city in Colorado, as well as the state capital. In Denver you will find the highest concentration of recreational marijuana stores in Colorado, with a large number of select stores selling recreational and medical marijuana. Marijuana stores in Denver are required to close by 10pm. You may want to explore ...

Ballpark Holistic Dispensary | Denver, CO | Ballpark Holistic ...

www.ballparkdispensary.com/ ▼
Located in downtown Denver, two blocks from Coors Field, Ballpark Holistic Dispensary boasts an array of both Recreational and Medical marijuana strains, catering to a wide variety of holistic needs. We offer a high quality selection of marijuana, concentrates, edibles, glass and smoking accessories.

Competitive SEO

- Components
 - On-Site SEO
 - Off-Site
- Competitive Analysis
 - What are your toughest competitors doing ON their sites
 - What are they doing OFF of their websites
- Close The Gap (In order of importance)
 - Improve On-Site Factors
 - Citation Building Strategy (Local SEO)
 - Link Building Strategy
 - Reviews Strategy
 - Social Media Strategy
 - What is your Domain Authority vs. Your Competitors?



Website Authority

Domain Authority (DA) and Page Authority (PA) are website metrics developed by Moz. It is one of the most important numbers known to SEOs.

Page Authority

We score PA and DA on a 100-point, logarithmic scale. Thus, it's easier to grow your score from 20 to 30 than it would be to grow from 70 to 80. We constantly update the algorithm used to calculate Authority, so you may see your score fluctuate from time to time.

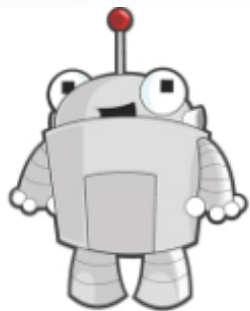
Page Authority vs. Domain Authority

Whereas Page Authority measures the predictive ranking strength of a single page, Domain Authority measures the strength of entire domains or subdomains.

We Prefer Ahrefs.com Domain Rating

- More Data
- More Up to Date

Analysis and Tracking Tools



MOZ

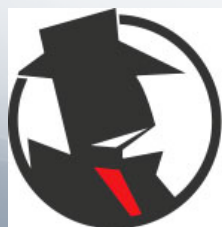


MOZ
LOCAL



ahrefs

Copyscape



SpyFu



SEO REVIEW TOOLS

yext

Off-Site Competitive Analysis



Top Ranked Sites for Search “denver dispensaries”

Target	URL Rating	Domain Rating	Links to Page
https://www.coloradopotguide.com/where-to-buy-marijuana/colorado/denver/	24	53	27
http://www.medicinemandenver.com/	45	48	286
http://www.ballparkdispensary.com/	33	43	86
https://weedmaps.com/dispensaries/denver-recreational-dispensary-summit-wellness-2	15	64	4
http://www.urbandispensary.com/	32	41	86
http://altitudedispensary.com/	32	42	71
http://marijuanaediblesdenver.com/	29	42	52
https://www.leafbuyer.com/listings/dispensaries/CO/Denver/1	12	52	2
https://lightshade.com/	38	44	148
https://www.yelp.com/search?find_desc=Recreational+Marijuana+Dispensaries&find_loc=Denver%2C+CO	17	83	5
Average of Top 10:	27.7	51.2	76.7
Website That Ranks Past Page 4:			
https://aromadispensary.com/	11	37	5
Gap:	16.7	14.2	71.7

Local SEO Competitive Analysis



View Report: Google My Business

Generated: 31st Jan 2018 at 16:01:51

Actions

Summary recreational dispensary ... dispensary seattle marijuana dispensary s... seattle marijuana shop seattle marijuana store

Seattle

Top 10 results for 'recreational dispensary seattle'

Local Pack Columns

Rank	Business Name	Verified	Citations	Top Citations (%)	Links	Linking Domains	Website Authority	Majestic C-Flow	Review Count	Star Rating	Photos	Categories
4	Have a Heart Fremont	✓	180	49%	1,129	69	33/100	29	586	4.8	93	Cannabis store
1	Ruckus Recreational Cannabis	✓	135	32%	55	8	16/100	16	79	4.2	28	Cannabis store
2	Seattle Cannabis Co.	✓	216	43%	50	36	28/100	31	168	4.3	35	Cannabis store
3	American Mary	✓	240	60%	34	33	26/100	19	141	4.2	43	Cannabis store
4	Have a Heart Fremont	✓	180	49%	1,129	69	33/100	29	586	4.8	93	Cannabis store
5	Pot Stop Recreational Cannabis	✓	126	19%	4	3	12/100	15	167	4.6	40	Cannabis store
6	Pot Shop Seattle	✓	158	30%	51	21	22/100	16	114	4.6	23	Cannabis store
7	Uncle Ike's CD	✓	76	26%	195	54	31/100	27	483	4.2	195	Cannabis store
8	Have a Heart Belltown	✓	229	53%	1,129	69	33/100	29	1504	4.7	199	Cannabis store
9	OZ. Recreational Cannabis	✓	84	15%	6	5	14/100	6	86	4.7	36	Cannabis store
10	The West Seattle Marijuana Store	✓	119	19%	5	5	13/100	9	168	4.6	19	Herb Shop

Top Ranked Sites for Search "recreational dispensary seattle".

Citation Quantity

Citation Quality

Linking Domains

Authority

Majestic Quality

Photos

Ratings

Categories

SEO/Local SEO

On-Site SEO Strategy

- Content Development: Blogging
- Videos
- Infographics
- Share on Social Media
- Unique Content

Off-Site SEO Strategy

- Local Directories
- Content Distribution for Link Acquisition and Mentions
- PR
- Social Media
- Reviews, Reviews and More reviews
- Google My Business Dispensary Tour?

New Technology and Other Recommendations

Programmatic Display Advertising

- Target People on and Off-line
- Have your ads distributed on industry specific websites and mobile sites
- Remarketing
- Geofencing
- IP Targeting
- A way to circumvent Google

New Tech: “Programmatic” Advertising

**Capture Phone IDs in any radius around a store or event.
“Geofencing”**

Target Phones with ads that drive people to your website and store.

Track resulting foot traffic to your store.

Continue to follow based on behavior.

MMJ GEOTARGETING DISPLAY



GeoFencing Enables you to set a virtual perimeter of 1/4 to 3 mile radius around a dispensary. Ads are delivered to consumers who enter the ‘fence’.



GeoRetargeting Brands have the ability to target key consumers based on past purchasing data. Retargeting can be customized to track visits to specific places, as well as categories of places.



GeoAudiences Base your marketing on real-world behavior trends to ensure you are reaching your target consumer accurately and efficiently.

New Tech “Programmatic” Advertising

NATIVE GPS THROUGH ALMOST
30,000 APPS AND SITES

45 AD NETWORK INTEGRATIONS

BRAND SAFE TRAFFIC SETS

HYPER-LOCAL, REGIONAL, NATIONAL, OR GLOBAL SCALE

**ACCESS TO OVER 1.1 BILLION IMPRESSIONS
PER DAY IN NORTH AMERICAN ALONE**



Repeat & Referral Business

Vital for Success

Harvard Business Review: “Increasing customer retention rates by 5% increases profits by 25% to 95%”

It cost 7x more to obtain a new customer than to keep a current one.

- Email Marketing
- Text Messaging
- Rewards Programs
- Reviews



Note: MJFreeway has these solutions and integrates with other solutions.

Resources

- bit.ly/StratexFreeResources
- Dan Stratford
- dan@stratexdigitalmarketing.com
- Cell: 720-985-7945
- StratexDigitalMarketing.com
- 3461 Ringsby Court, Suite 435
- Denver, Colorado 80216