

SEO & PPC Success: CannabisMD Telemed Case Study

A Partnership with Incremators Web Solutions

 August 2021 - Ongoing

350+

Backlinks Generated

5.0

Client Rating

\$20K

Total Investment

Executive Summary



Incrementors Web Solutions partnered with CannabisMD
Telemed to enhance online presence and digital performance

Comprehensive **SEO & PPC** services with web
development consulting



Total investment: **\$20,000** with ongoing engagement since August
2021



Client satisfaction: **5.0/5.0** rating across quality, schedule, cost, and
referral likelihood

350+

Backlinks Generated



Improved BrightLocal
Score








Enhanced Keyword
Engagement



Increased Online Visibility

Client Overview: CannabisMD Telemed

Business Profile

-  Helps doctors evaluate patients and issue medical cannabis certificates for state cannabis card applications
-  Located in Richmond, Virginia
-  Small team of 1-10 employees
-  Operating in the Healthcare industry
-  Led by CEO Scott Fiore



CannabisMD Telemed

Connecting patients with medical cannabis evaluations

Healthcare

Industry





2021

Partnership Started

5.0

Client Rating

The Challenge







-  Need to **improve online presence** through effective SEO strategies
-  **Website development** requirements to enhance user experience and functionality
-  **Content creation and optimization** needs to establish authority and engage target audience
-  Primary goal to **increase web traffic** and boost online visibility in competitive healthcare market



"We wanted to improve our online presence through SEO, build our website, and increase our content."

Key Objective: Digital Growth

The Solution: Incrementors' Approach

-  **Comprehensive SEO strategy** to improve online visibility and search rankings
-  **Local business listings optimization** across multiple platforms to increase BrightLocal score
-  **Backlink building campaign** resulting in 350+ quality backlinks from diverse websites
-  **Content creation opportunities** through blog posts about services and products
-  **Page optimization and metadata improvements** for better search engine performance
-  **Keyword research and implementation** to enhance keyword engagement and targeting








"Incrementors helped us increase our score on BrightLocal by listing us on a lot of local websites — they've also significantly increased our backlinking efforts."

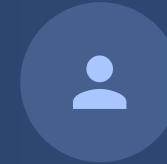
350+



Backlinks Generated BrightLocal Score Keyword Engagement

Implementation & Scope of Work

-  **Team Composition:** SEO Team Lead & Director of Marketing (Shiv) as primary point of contact
-  **Project Management:** Weekly meetings and Google shared documents for collaboration
-  **Tracking System:** Checklist approach where tasks are updated as project progresses
-  **Responsiveness:** Quick turnaround for time-sensitive deliverables and prompt responses to queries
-  **Collaboration:** Client provides web design implementation based on Incrementors' recommendations



Shiv

SEO Team Lead & Director of Marketing



Research

Comprehensive analysis of current digital presence



Recommendation

Strategic SEO and content suggestions



Implementation

Execution of optimization strategies



August 2021 - Ongoing

Results & Impact



350+

Quality Backlinks from
Different Sites



Improved BrightLocal Score

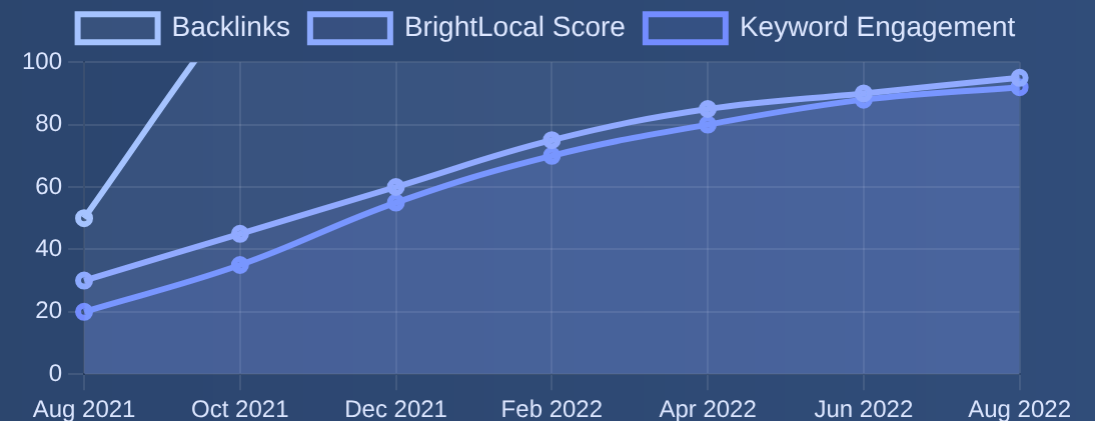


Enhanced Keyword
Engagement



Increased Online Visibility

Growth Metrics Over Time



"The only metrics we've been using right now are the increase in backlinks and our keyword engagement. Our BrightLocal score has also been going up, and right now, I'm hoping to start seeing more traffic for our website."

— Scott Fiore, CEO, CannabisMD Telemed

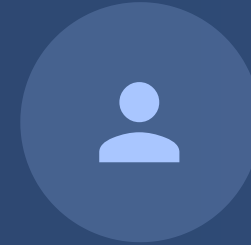
Client Testimonials

Any time we need to have something done by a specific time, they'll have it ready for us.

We're impressed with the amount of research they do, and how quickly they're able to respond to us.

I also like how knowledgeable they are about building a brand online.

5.0 ★★★★★
Overall Client Rating








Scott Fiore

CEO, CannabisMD Telemed

"Since partnering with Incrementors Web Solutions, our overall digital performance has significantly improved, specifically in our backlinking efforts and keyword engagement."

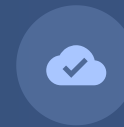
Project Management Excellence

-  **Regular weekly meetings** to align on progress and next steps
-  **Google shared documents** for seamless collaboration and information sharing
-  **Checklist system** for tracking progress and task completion
-  **Responsive communication** with quick turnaround for time-sensitive requests
-  **Professional approach to research** with thorough analysis and insights



Weekly Syncs

Regular alignment meetings to discuss progress and strategy



Shared Workspace

Google Docs for real-time collaboration and document sharing



Task Tracking

Checklist system with approval workflow for each deliverable

“

Any time we need to have something done by a specific time, they'll have it ready for us.

”

Next Steps & Ongoing Engagement

Future Initiatives

- ↗ Continued **SEO optimization** to further improve search rankings and visibility
- 📊 Monitoring and improving **website traffic** through data-driven strategies
- 📄 Further **content development** to establish thought leadership in cannabis telemedicine



Client Advice

"Stay on top of the information and continually implement suggestions to get the most out of the engagement."



Ongoing Since August 2021



Incrementors Web Solutions

Your Partner in Digital Growth



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→ **Start Your Project Today**