

SEO Services Case Study: Cannabis Training Platform

Incrementors Web Solutions

CLIENT

Learn Brands

DURATION

Jun. 2021 - Ongoing

INDUSTRY

Legal Cannabis

Executive Summary

Project Overview

Incrementors Web Solutions provides comprehensive SEO services for Learn Brands, a cannabis training platform, to improve their Google search rankings and online visibility.

Key Services

Blog Writing

Press Releases

Content Creation

Website Updates

Investment

Less than \$10,000
\$500/week

Client Rating

5.0 

Project Timeline

June 2021 - Ongoing

Client Challenge & Objectives



Client Background

Learn Brands is a startup tech company that operates as a learning management system. They partner with different brands to build educational materials on products for retailers who sell them.



Denver, Colorado



1-10 Employees



Legal Cannabis



The Challenge

The client wanted to improve their SEO performance to gain a competitive advantage in the market. They faced several competitors and needed to enhance their online visibility.

! Key Challenge

Rank higher than competitors on Google and improve visibility for targeted keywords



Objectives

The client set clear goals for their SEO strategy to improve their digital presence and search rankings.

Improve Google Rankings

Target Specific Keywords

Outrank Competitors

Increase Online Visibility

Solutions & Methodology

Keyword Strategy

Comprehensive identification and targeting of strategic keywords to improve search visibility.

Research

Analysis

Targeting

Platform Presence

Created profiles across hundreds of platforms to establish consistent brand presence and backlinks.

Profile Creation

Information Population

Brand Consistency

Content Creation

Developed high-quality content including blogs and press releases to enhance SEO performance.

Blog Writing

Press Releases

Content Distribution

Website Optimization

Implemented technical SEO improvements to make the website more search-engine friendly.

Metadata Updates

Heading Tags

Keyword Integration

Strategic Guidance

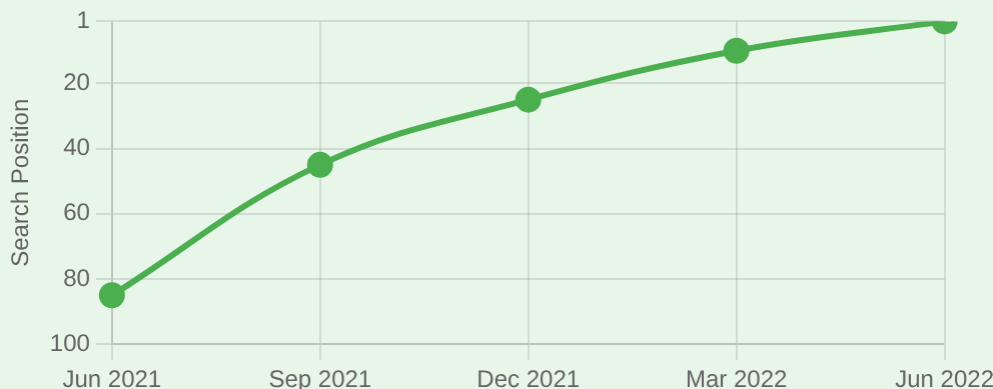
Provided ongoing content recommendations and guidance to the client's marketing team for continued SEO success.

Results & Impact

Search Ranking Improvement

#1 Multiple Keywords

From ranking in the hundreds to achieving top positions across multiple search terms.



Content Impact

Significant SEO improvements through strategic content creation and distribution.

Blogs

Videos

Press Releases

"We were unaware of how blogs, videos, and all the content recommendations they've given hold weight to improve our SEO."

Website Optimization

Technical SEO enhancements that significantly improved search engine visibility.

Metadata

Heading Tags

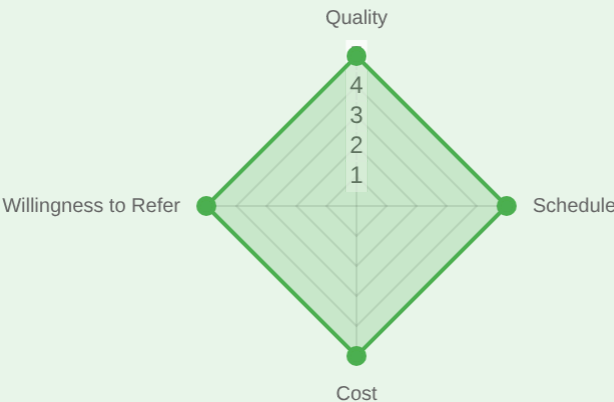
Keyword Integration

The update on our website with metadata, heading tags, and keywords into our copy has gone a long way as well.

Client Satisfaction

5.0 Overall Rating

Exceptional results and communication led to maximum client satisfaction.



Client Testimonials & Feedback



mentors Web Solutions has really helped us with what we're trying to accomplish."



Max Armstrong

General Manager at Learn Brands



Communication & Management

The team has stood out for their exceptional communication and project management skills.

Responsive

Diligent

Seamless Workflow

Weekly Updates

Communication channels: Google Hangouts, Slack, and emails.



Performance & Results

The team delivered outstanding results that exceeded client expectations.

Top Rankings

Improved Visibility

Enhanced SEO



Area for Improvement

Better time management toward more varied efforts rather than continuing with profiles and research.



Advice for Potential Customers

"If you want to maximize their efforts, let them know what your goals are. They'll execute for you, but you need to come to the table prepared."