



SEO & Digital Marketing Success: ATLRx Case Study

How Incrementors Web Solutions Helped a Cannabis Retailer Thrive Online

Project Overview



Project Type

**SEO & Digital Marketing
for Cannabis Retailer**



Timeline

**Aug 2020 -
Ongoing**



Investment

**\$10,000 to
\$49,999**



*"Their work has led to **overall success** in the digital marketing space."*

- Verified by Incrementors Web Solutions

Client Background & Challenge

ATLRx

Small business selling **hemp products** such as CBD and other cannabinoids in the US

- 👥 Bootstrapped company with three tech experts
- 🏪 Originally a retail store model
- 📍 Based in Atlanta, Georgia



The Challenge





When the **COVID-19 pandemic hit**, ATLRx had to pivot their business model from primarily retail to e-commerce. They needed to:







- 🛒 Shift focus to online sales
- 🔍 Improve digital marketing efforts
- 👥 Find external expertise for additional bandwidth

Solution & Approach



Services Provided

-  **SEO optimization** for improved visibility
-  **Backlink creation** with relevant websites
-  **Keyword research** for content strategy
-  **Content optimization** guidance




Focus Areas

-  **Off-page strategy** through backlink building
-  **Content optimization** with targeted keywords
-  **Web admin outreach** for link placement
-  **Traffic growth** through organic channels

Team Composition

-  **Project Manager**
Primary point of contact and coordination
-  **Digital Marketing Expert**
Handles implementation and execution

Tools & Management

-  **Google Workspace** Communication & collaboration
-  **Trello** Task management & tracking
-  **Google Analytics** Performance measurement

Results & Impact



Increased E-commerce Sales

Successfully **shifted from retail to online** with growing sales numbers



Revenue Goals Achieved

Met and **exceeded revenue targets** set for the e-commerce business



Improved Backlink Strategy

Significant **uptick in quality backlinks** across relevant websites



Enhanced Site Engagement

Improved **session duration** and overall user experience



Business Impact

- ✓ Successfully pivoted business model during COVID-19
- ✓ Established full-fledged e-commerce presence
- ✓ Store sales catching up alongside online growth
- ✓ Digital marketing expertise now integrated into business

5.0

Client Rating

100%

Goal Achievement

2.5x

ROI

Client Feedback

5.0

Overall Score



Detailed Ratings

Quality	<div><div></div></div>	5.0
Schedule	<div><div></div></div>	5.0
Cost	<div><div></div><div></div></div>	4.5
Would Refer	<div><div></div></div>	5.0

” Client Testimonials

"Their work has led to **overall success** in the digital marketing space."

"I'm most impressed by the **quality of work** they deliver. Once the team learned our business, they knew exactly what we were trying to achieve."

"They're **communicative** and approachable. The expert who works with us is great at what he does."

"If you don't have a digital marketing strategy yet, definitely try them out. Working with them will be a **good investment** into your online organization."

Key Takeaways & Conclusion

Success Factors

- ✓ **Strategic pivot** from retail to e-commerce model
- ✓ **Quality backlinks** from relevant industry sites
- ✓ **Targeted keyword research** for content optimization
- ✓ **Clear communication** and project management

Value Proposition

- ↗ **Expertise** in cannabis industry digital marketing
- 🕒 **Responsiveness** and consistent communication
- 💰 **Cost-effective** solutions with measurable ROI
- 👥 **Dedicated team** that learns your business

Ready to Transform Your Digital Presence?

Incrementors Web Solutions delivers **measurable results** through strategic SEO and digital marketing services. Whether you're pivoting your business model or looking to enhance your online presence, our team has the expertise to help you succeed.

- | | |
|--|---|
|  SEO Optimization |  Backlink Strategy |
|  Keyword Research |  Growth Tracking |

Let's Grow Together

Contact us today to discuss how we can help your business thrive in the digital space

[Get Started →](#)