



CBD BENÉ

DIGITAL MARKETING PLAN

May 29, 2021



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SEO AUDIT



CBD BENE: SEO AUDIT

Audit Summary

Our SEO audit of cbdbene.com involved evaluating critical SEO dimensions to analyze and identify areas where optimization can be done to improve the website performance on search engines for higher sales conversion. Each dimension has been tested based on the gathered facts and search engine guidelines.

Audit Checklist

While conducting the audit, we inspected the website and its presence on search engines based on the following parameters:

Website Indexing: We evaluated whether cbdbene.com suffers from any issues that are causing poor indexing of web pages by search engines.

Onsite Health Analysis: We evaluated whether the website has any issues pertaining to metadata and keyword density and usage.

Content Analysis: The home page was analyzed for content quality and optimization on various parameters, such as depth of content, metadata, duplicate data, etc.

Search Engine Visibility Check: We ran a ranking check on Google for various industry-relevant search terms.

Backlink Analysis: This section consists of a detailed review of cbdbene.com backlink profile.

TOP ACTIONABLE POINTERS

Priority	Action	Comments
High	Content Missing on Category Pages	For better keyword rankings, content is required on the all the category pages with the targeted keywords.
High	Optimize Meta Title and Description Tags	For growth in both CTR as well as the visibility of the pages.
High	Optimize Alt/Image tags	For better image visibility on Google.
High	Site Speed Optimization	Better page load speed is a top-ranking factor.
High	Sitemap.xml	Sitemap.xml file needs to be added on the website to ensure indexing of all the products and category pages on SERPs.
High	Backlinks	More outbound links are required for building website authority.
High	Optimize Heading Tags	All the heading tags on the website need to be optimized according to various search engine guidelines.
Medium	CTA	We need to work on optimizing the CTA buttons to get better conversions.
Medium	Add Blogs on Regular Basis	Need to update blogs on the website at regular basis to increase the crawl frequency.
Medium	Add Schema Markups	Organization, Website & Product Schema Markup are not present on the website.

SEARCH ENGINE VISIBILITY

Backlinks are incoming links to a webpage. Getting backlinks from more niche-oriented and unique domains can be very helpful for websites in terms of search engine rankings.

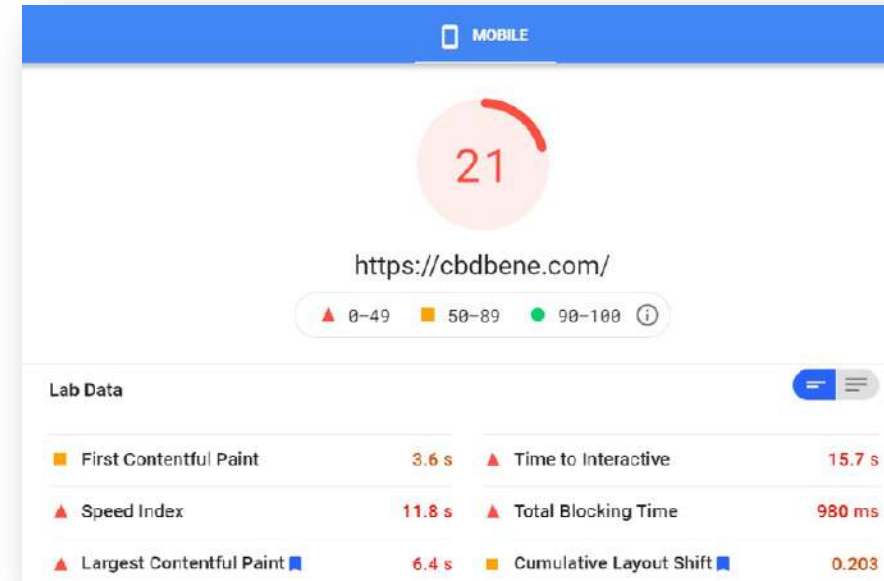
If we divide the entire SEO factor into on-page and off-page optimization, then after being thorough with your on-page work, the most important thing you can do on your website is careful development of backlinks, brand and social mentions. A good and healthy link acts as a vote from a search engine's perspective. Please refer to the snapshots below of backlink details of cbdbene.com:

<div>Authority Score ⓘ</div> <div>6</div> <div>Semrush Domain Rank 0</div>	<div>Organic Search Traffic ⓘ</div> <div>Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.</div> <div>Go to Position Tracking</div>	<div>Paid Search Traffic ⓘ</div> <div>0</div> <div>Keywords 0</div>	<div>Backlinks ⓘ</div> <div>103</div> <div>Referring Domains 14</div>	<div>Display Advertising ⓘ</div> <div>0</div> <div>Publishers 0</div>
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PAGE SPEED ANALYSIS

Page Speed is currently among the top factors that have a serious impact on the rankings of a website.

According to multiple page speed reports, cbdbene.com has a significantly low page-speed performance, with an overall 'E' Grade on GTMetrix.



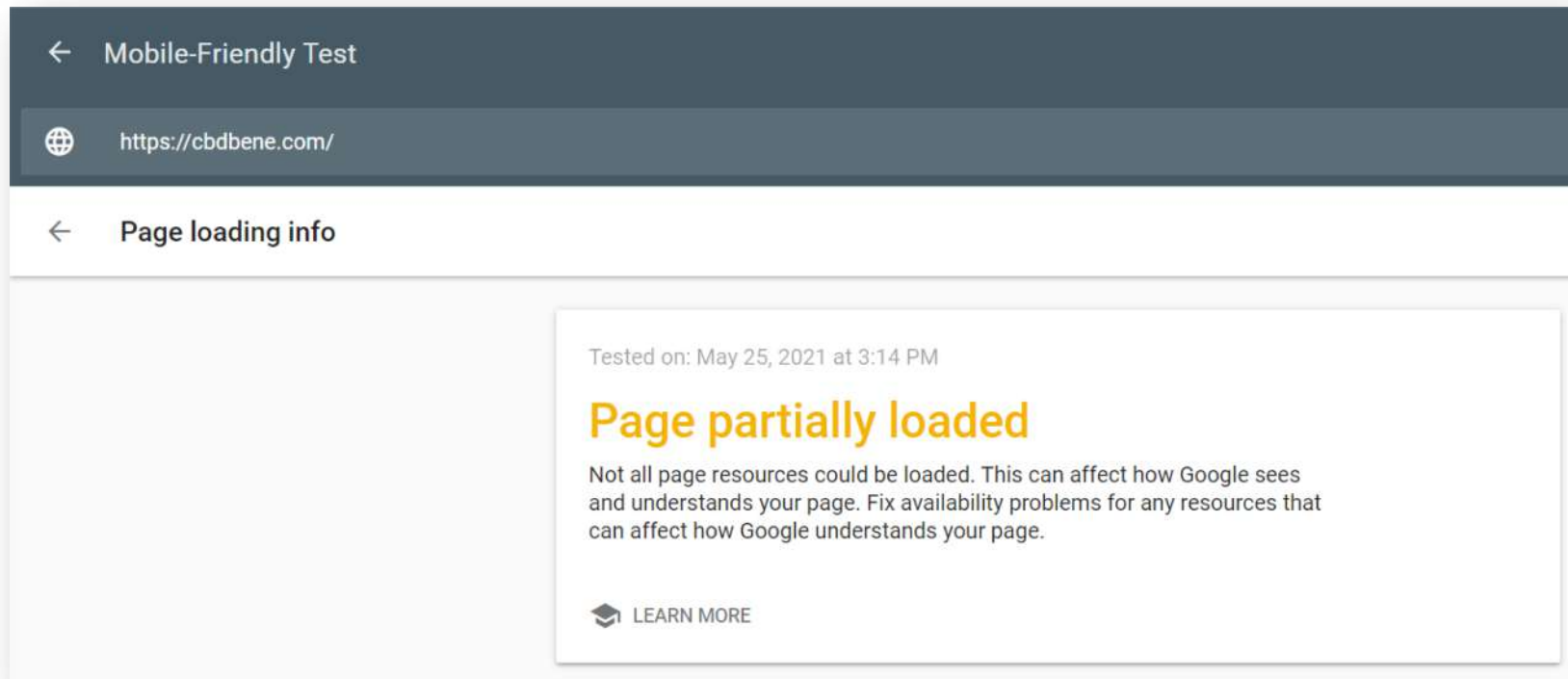
Top Issues

These audits are identified as the top issues impacting your performance.

IMPACT	AUDIT		
Med-High	Property size images	Potential savings of 427KB	▼
Med	Avoid large layout shifts	5 elements found	▼
Med	Use a Content Delivery Network (CDN)	59 resources found	▼
Med-Low	Remove unused JavaScript	Potential savings of 419KB	▼
Low	Serve static assets with an efficient cache policy	Potential savings of 61.8KB	▼

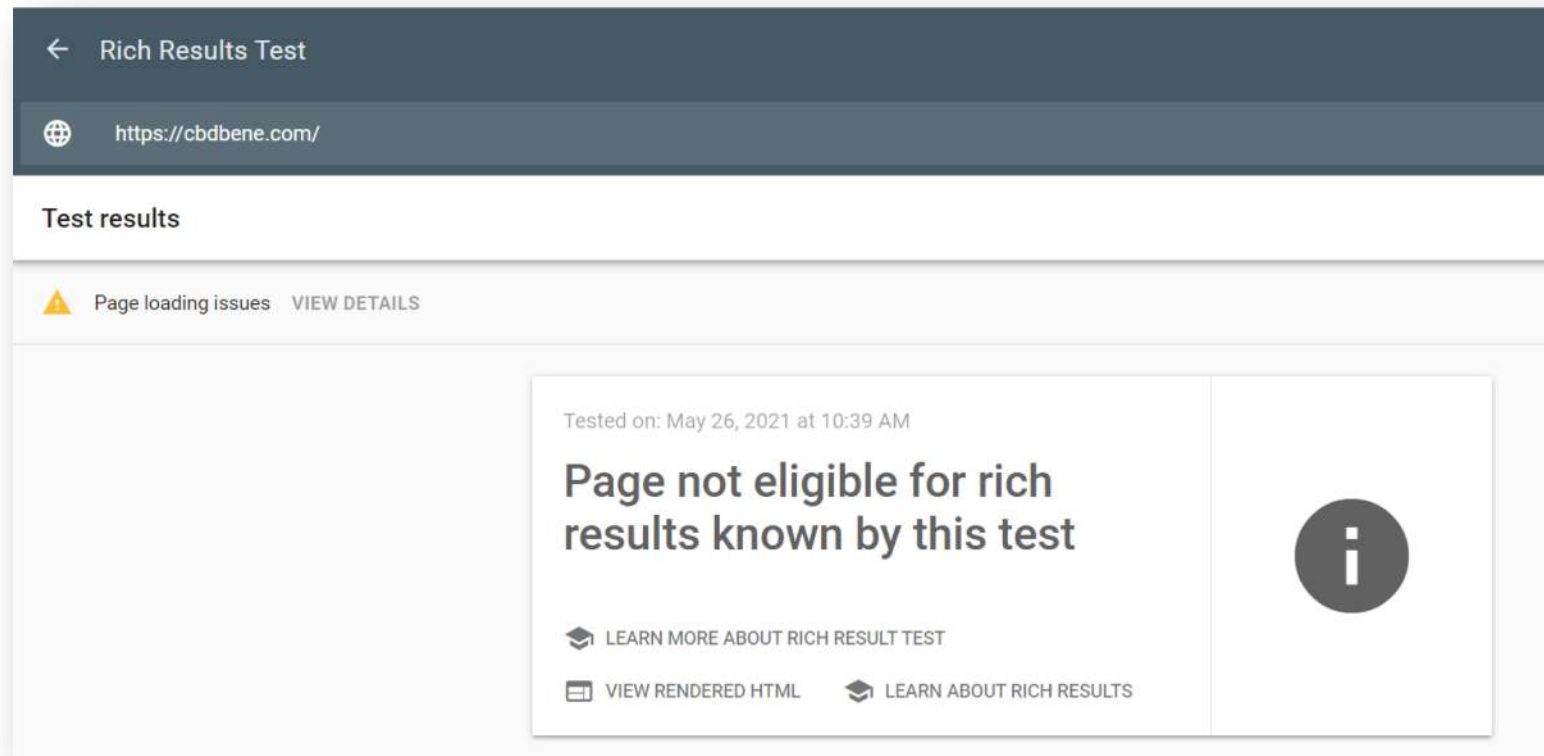
MOBILE RESPONSIVENESS

Google is now predominantly using the mobile version of the content for indexing and ranking. According to Google's own reports, there are multiple issues with the mobile-responsiveness of the website.



RICH RESULTS

Google's rich results are experiences on Google surfaces, such as Search, that go beyond the standard blue link. Currently, the website is not eligible for any rich results due to lack of schema markups on the pages.



COMPARATIVE ANALYSIS OF THE COMPETITORS

Website	DA	Backlinks
https://lordjones.com/	56	121.8K
https://www.charlottesweb.com/	55	163.3K
https://www.thecbdistillery.com/	50	115.6K
https://medterracbd.com/	46	90.K
https://www.diamondcbd.com/	46	330.2K
https://www.pluscbdoil.com/	46	148.3K
https://bluebirdbotanicals.com/	45	32.1K
https://www.elixinol.com/	45	53.5K
https://www.lazarusnaturals.com/	42	46.3K
https://cbdfx.com/	42	132.2K
https://greenroads.com/	41	77.8K
https://cbdbene.com/	2	103

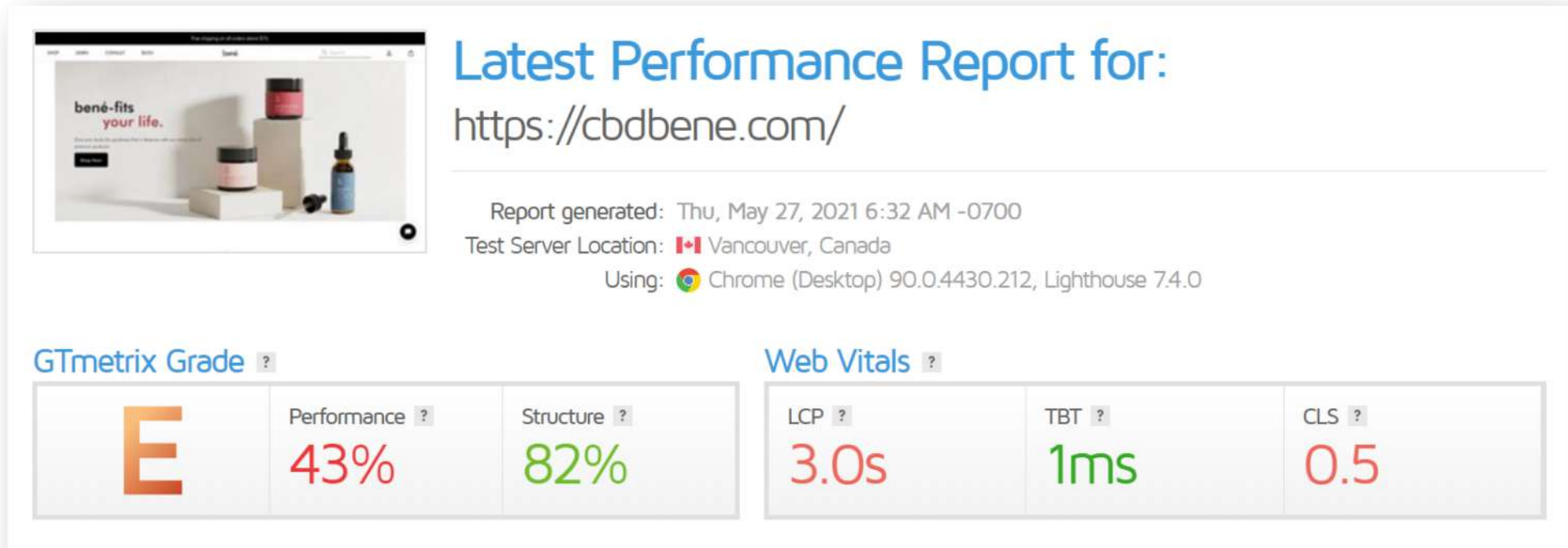
BACKLINK GAP

This chart displays the total number of back links for each root domain.

Root Domain	Root Domain	Root Domain	Root Domain	Root Domain				
lordjones.com	https://www.charlo... X	https://www.thecb... X	https://medterracb... X	https://www.diamo... X	Compare	Cancel		
Domain	Authority score	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains	Paid Keywords	Paid Traffic Cost
lordjones.com	52	152.4K ↑	13.96K ↑	2.28K ↑	121.77K	3.26K	0	\$0
charlottesweb.com	54	21.16K ↓	151.27K ↓	9.2K ↓	163.32K	6.69K	0	\$0
the CBD distillery.com	54	63.46K ↓	41.49K ↓	2.68K ↑	115.61K	3.44K	0	\$0
medterracbd.com	51	28.46K ↑	100.12K ↑	5.13K ↓	90.07K	4.79K	0	\$0
diamondcbd.com	54	111.08K ↓	19.71K ↓	2.11K ↑	330.17K	2.88K	0	\$0

diamondcbd.com has the maximum number of back links when compared to the competitors.

PERFORMANCE ANALYSIS



We ran a performance check of the website through GTmetrix. The latest report shows a performance report of overall 'E' grade.

COMPARATIVE ANALYSIS OF THE COMPETITORS



CBD FX



PlusCBD



Bluebird Botanicals



Lazarus Naturals

SEO

PROPOSED PLAN & DELIVERABLES

KEY TASKS IN SEO CAMPAIGN PROCESS

TECHNICAL HEALTH

**OPPORTUNITY
ANALYSIS**

**LOAD TIME
OPTIMIZATION**

COMPETITOR ANALYSIS

**WEBSITE CONTENT
ANALYSIS**

**SETTING UP
CONVERSION TRACKING**

**KEYWORD
IDENTIFICATION AND
MAPPING**

BENCHMARKING

**FINALIZING CONTENT
STRATEGY**

ON PAGE OPTIMIZATION

**OFF PAGE CONTENT
PLANNING**

**MONTHLY REPORTING
AND ANALYSIS**

SEARCH ENGINE OPTIMIZATION

DELIVERABLES AND REPORTS

ON-PAGE OPTIMIZATION

- Canonicalization
- Internal Link Structuring
- Image and Hyperlink Optimization
- Rich Snippets
- Sitemap Analysis
- Robots.txt Creation/Analysis
- Title and Meta Tags Optimization
- Content Optimization
- Website Changes
- Technical Improvements - Page Speed, Load time, Mobile View

OFF-PAGE OPTIMIZATION

- Back Link Creation
- High DA Article Posting Links
- High DA Press Release Links
- High DA PDF/Doc Sharing Links
- High DA Web 2.0 Blog Posting Links
- Top Classified Ad posting Links
- Top Social bookmarking Links
- Approved Directory Links
- Social Sharing Links Etc.
- Content syndication
- Others activities on content platforms

MONTHLY KPI REPORTS

- Keyword Rankings Report
- Organic Traffic Report
- Geo Location Traffic Report
- Activities Completed
- Next Month Plan of Action

KEY SEO DELIVERABLES

Below is a list of services we provide as part of our SEO deliverables.

We have already implemented some of the following during our first-level of website optimisation

- Targeted country – as per discussion (India or more international geographies)
- Increase traffic / branding / back links / ranking in Google
- Complete website audit and individual web page audits
- Tracking performance Google Analytics and Google Webmaster tools
- Checking website loading time
- Checking local SEO and reviews
- Execute a link building strategy
- Use main keywords across the important HTML tags
- Implement an XML sitemap file
- Implement a Robots.txt file
- Improve server response time
- Minify your CSS and JS files
- Add Alt attributes to all images
- Increase page text content
- Optimize your images to reduce their file size



ON-PAGE SEO MONTHLY DELIVERABLES

Below is a list of services we provide as part of our SEO deliverables.

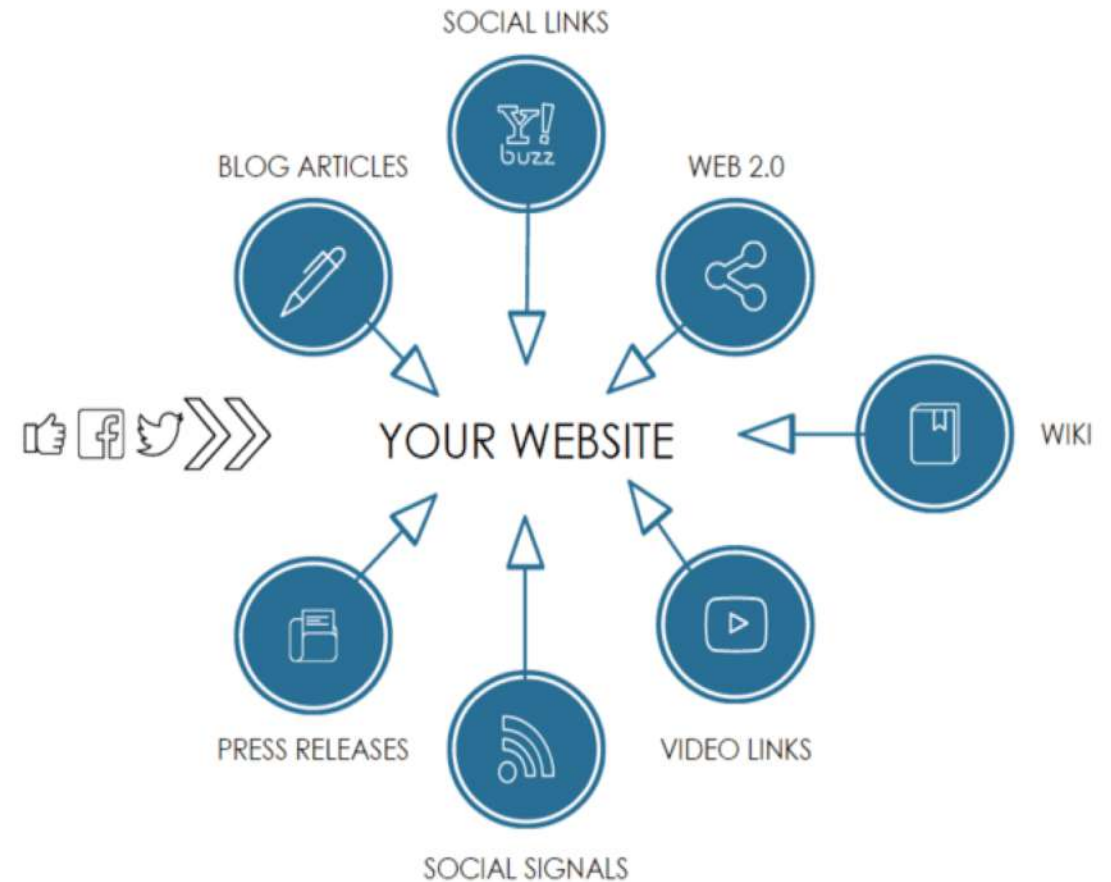
We have already implemented some of the following during our first-level of website optimisation

- Optimization of (Title, Description, Keyword and Image Alt Meta Tags
- Implementation of H1/H2 and Bold tags to Content/ Header Tags Optimization
- XML Sitemap Creation, Submission and Authentication on Google, Yahoo and Bing
- Robots.txt Creation/Analysis
- Image Alt Tag and Hyperlink Optimization
- Canonicalization Check
- Technical Improvements - Page Speed, Load time, Mobile View etc
- HTML Code Cleanup and Optimization
- Internal Link structuring and optimization
- Google Webmaster tools Set Up
- Google Analytics Set Up
- Mobile Site Optimization
- Geo Targeting – TLDs, subdomains or subfolders/Geo Tag Optimization
- Microdata/Rich Snippets/Schema Tagging
- Schema.org Implementation for (Mobile Site)



OFF-PAGE SEO MONTHLY DELIVERABLES

- Article Submissions
- Press Release Distribution
- PDF/Doc Sharing
- Web 2.0 Blog Postings
- Image Sharing
- Top Social bookmarking
- Top Video Sharing
- Social Media Postings
- Directory Submissions
- Local Listing
- PPT Submissions
- Monthly Back Links
(including 50% do-follow and 50% no-follow)



MONTHLY REPORTING

- **Off-Page Optimization Reports** - Encompassing Classified Ads, Web 2.0 Submission, Document Sharing, Business Listing, Press Release Creation, Press Release Submission, Article Creation, Article Submission, Directory Submission, Profile Creation, Local Listing/Citation Submission, Blog Creation, Blog Submission, Off-Site Blog Post, Infographic Submission
- **On-Page Optimization Report**
- **Organic/Local Traffic Improvement Report**
- **Keywords Ranking Improvement Report**
- **Backlinks Report**
- **Google Analytics Organic/Local Traffic Report**

ROADMAP- SEO

SEO TRAFFIC AND KEYWORD RANKING TIMELINES

MONTHS	Q1	Q2	Q3	Q4
TRAFFIC INCREASE (% APPROX ANALYSIS)	10-20% UP EVERY MONTH COMPARED TO PREVIOUS MONTH			
KEYWORD RANKING POSITION	10-15% KEYWORDS ON 1 ST PAGE	15-40% KEYWORDS ON 1 ST PAGE	40-70% KEYWORDS ON 1 ST PAGE	70-90% KEYWORDS ON 1 ST PAGE

***Note:** Once a keyword comes in TOP 5 position, we will replace that keyword with new keyword after discussion with the client.*

PRELIMINARY KEYWORD RESEARCH (50)

Keywords	Search Volume	Competition
buy cbd oil	9900	High
benefits of cbd oil	8100	High
cbd capsules	5400	Medium
cbd balm	5400	Medium
best cbd oil for pain	5400	Medium
hemp extracts	4600	Medium
cbd lotion	4400	Medium
cbd gummy bears	3600	Medium
cbd oil online	2900	Medium
cbd health benefits	1900	High
cbd gummies for sale	1600	Medium
cbd topical	1600	Medium
cbd coffee	1600	Medium
cannabidiol oil	1000	High

PRELIMINARY KEYWORD RESEARCH

Keywords	Search Volume	Competition
cbd topical cream	1000	Medium
cbd oil for pets	1000	Medium
cbd oil supplement	1000	Medium
cbd body butter	880	Low
cbd tablets	720	Medium
topical cbd oil	590	Medium
cbd infused coffee	590	Low
cbd massage lotion	590	Medium
buy cbd edibles online	590	Medium
cbd wellness	480	Medium
cbd online store	480	Medium
cbd massage oil	480	Medium
cbd capsules for sale	480	Medium
hemp coffee	480	Medium

PRELIMINARY KEYWORD RESEARCH

Keywords	Search Volume	Competition
cbd balm for pain	480	Medium
cbd roll on	480	Low
cbd chocolate bar	390	Medium
cbd oil edibles	260	Medium
buy cbd gummies	210	Medium
hemp chocolate	210	Low
cbd living freeze roll on	210	Low
cbd products online	170	Medium
buy cbd edibles	170	Medium
cbd oil pets	170	Medium
cbd candy bars	110	Medium
cbd candy gummies	90	Medium
buy cbd capsules	90	Medium
cbd dark chocolate	90	Medium

PRELIMINARY KEYWORD RESEARCH

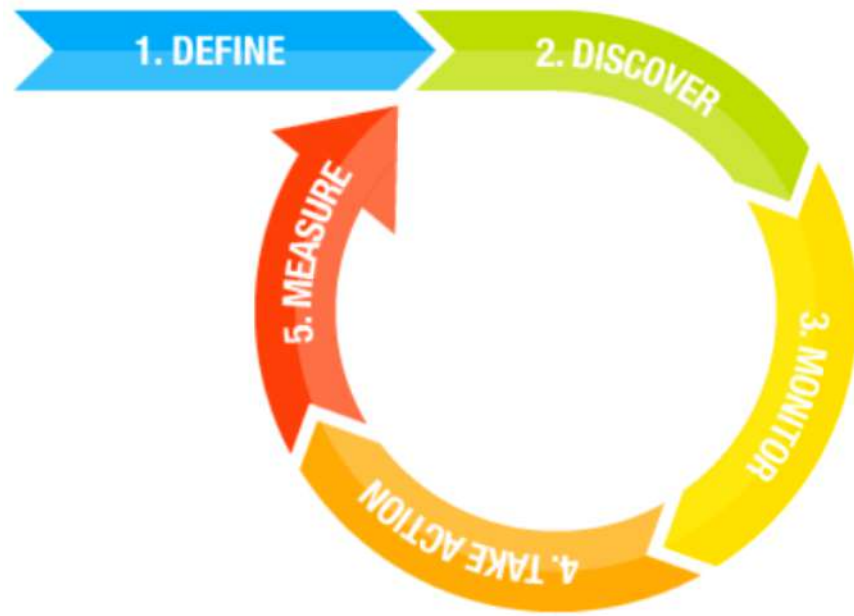
Keywords	Search Volume	Competition
cbd shopping	70	Medium
cbd products for dogs	70	Medium
topical cannabis oil	50	Medium
online cbd shop	50	Medium
cbd benefits for pets	50	Medium
cbd topical oil for pain	40	Medium
cannabis infused body butter	40	Low
cbd edible products	20	Medium

ALTERNATIVE MARKETING

INFLUENCER, EMAIL & AFFILIATE MARKETING



INFLUENCER MARKETING



1 Define your goals and design a strategy

Influencer marketing starts by first defining your goals and designing a campaign strategy around it.

2 Discover The Right Influencers

Find influencers who are best suited to meet the goals of your campaign. These influencers should be people who can impact a buyer's decision-making process.

3 Monitor Influencers For Opportunities

Listen to the influencers and monitor their content. After selecting the right influencer, approach them for the brand's promotion.

4 Take Action

Once an influencer agrees to promote the brand, next step involves executing the campaign by sharing the content or product with them.

5 Measure The Campaign Outcome

Last stage is to measure the outcome of the campaign. The KPIs include- engagement numbers, quality of comments, follower growth, earned media value etc.

THE OUTLINE

Influencer collaborations will be done with niche-based Influencers. The idea is to onboard such influencers who are relatable, loved by all and have a huge following so we can tap on their pre-existing audience base as well.

These influencers will be hand-picked keeping in mind the brand image and will be aimed to perform two-fold effect for the brand:

A. Collaborating with premium influencers enables us to reach the masses and tap their audience network, helping us take our product to them.

B. These will also help us establish a brand identity, the ease of use, benefits and distinguishing factors from our competitors.

RECOMMENDED INFLUENCERS



Jolene Goring
107k followers



Chris Lavish
119k followers



Montel Williams
42.7k followers

RECOMMENDED INFLUENCERS



Aisling Bea
553k followers



Tommy Chong
2.6m followers



Michelle Ross
14.3k followers

RECOMMENDED INFLUENCERS



Michael J fox
1.1m followers



Codyalt
740k followers



Matthew Morgan
681k followers

EMAIL MARKETING

Emails that are to be sent out can be focused on primarily 3 content themes:

Informational

to tap into the **awareness** stage of the buyer journey

Make prospects aware of your company's offerings/ educational content about the space that your company operates in.

For e.g. how certain CBD products carry a wide range of benefits.

Contextual

to tap into the **consideration** stage of the buyer journey

Engage consumers who are looking for a solution(s) that your brand offers as well as why they should choose CBD Bene over others.

For e.g., Full spectrum CBD oil with plant protein, great for horses and pets.

Promotional

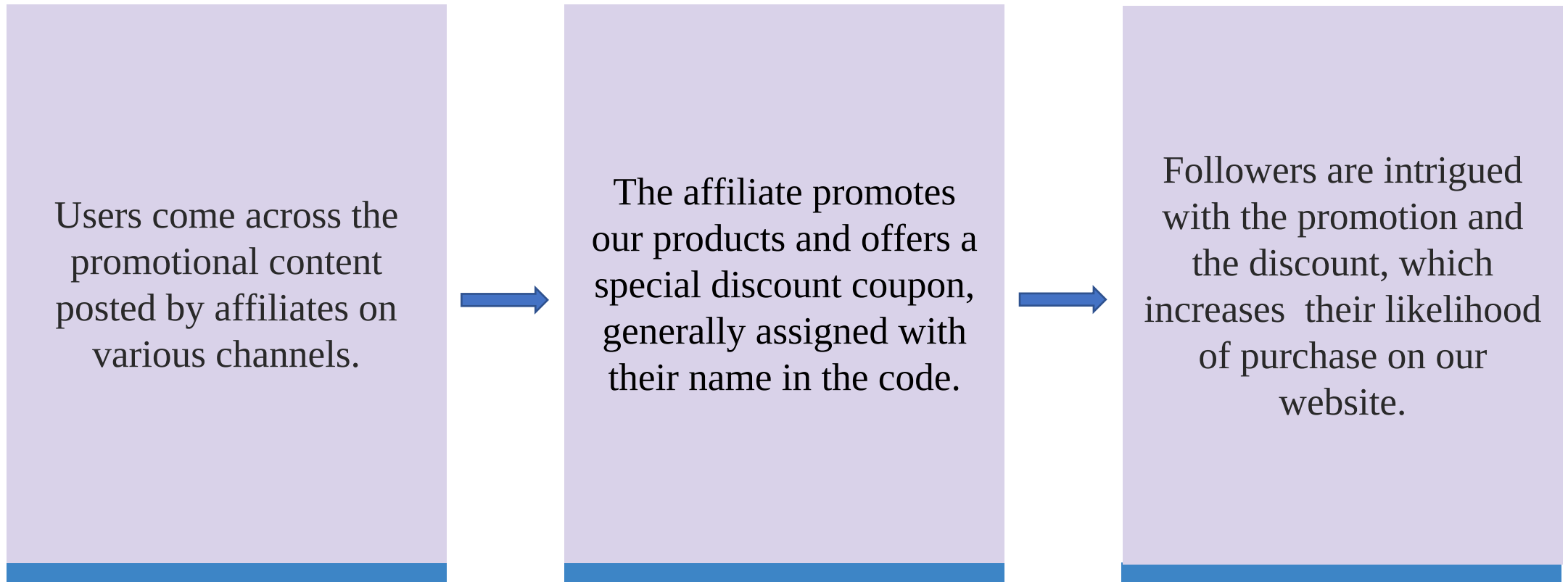
to tap into the **purchase** stage of the buyer journey

Drive purchases via content that tries to convert enquiring/engaged clients into consumers of your product.

For e.g. refer and earn, discount offers on certain products, upsells/cross-sells.

PAY-FOR-PERFORMANCE AFFILIATE MARKETING

Affiliate marketing is an online sales tactic that lets a product owner increase sales by allowing others targeting the same audience—“affiliates”—to earn a commission by recommending the product to others.



UNBOXING VIDEOS

In the affiliate marketing strategy, we will focus on unboxing videos as the key promotion method.



Apart from Unboxing videos, influencers will also post about the products on their personal social media channels with their discount coupons.



THANK YOU!
THANK YOU!

#FURTHERTOGETHER

Sujay Chakraborty
Co-Founder | COO

sujay@buffalosoldiers.in
+91 9958933546