



## MORGANTON HEMP

# SEO CASE STUDY

Incline houses a team of professionals with dedicated Search Engine Optimization Specialists spanning 25+ years of experience, focused on one thing: RESULTS.



### OUTCOME

Client is a local, privately-owned **CBD & Hemp** company located in Morganton, North Carolina. After relying on a positive reputation built through word-of-mouth, the client sought to expand their market share. Sitting on only 1-keyword visible on page 1 of Google, they rapidly experienced growth with 100+ page-one rankings by month 7 of the campaign resulting in a consistent **1700% ROI each month!** This exceeded their expectations with a sharp increase and climb in organic traffic, impressions, and rankings.

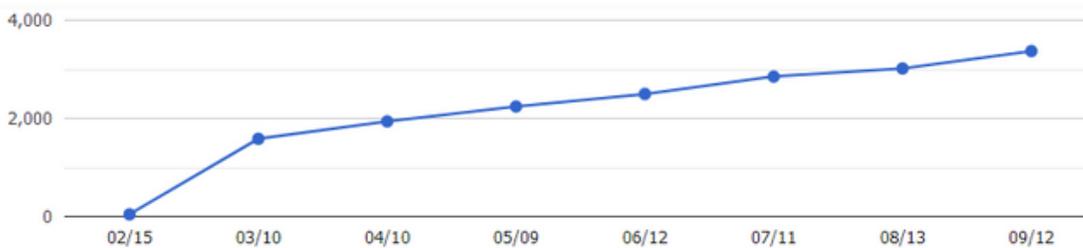
5.0 ★★★★★

"Since getting started with [Incline], our business revenue has nearly doubled in 6 months. Their SEO services have created more foot traffic in our shop, online sales, and increased customer confidence in our products. ... The value they have already provided has us looking at expanding to a second location ... !"



### CHALLENGE & GOALS

- Client is in a growing, competitive niche and was looking to rank for competitive keywords.
- Struggled with regulatory guidelines battling to remain visible on online platforms.
- Generate organic traffic leading to higher quality leads, purchases, & increased revenue.



## Visibility @ Launch

#1 Keyword Rankings	1
Top 5 Keyword Rankings	1
First Page Keyword Rankings	1
Rankings in the First Two Pages	2
Ranking that Improved	N/A
Rankings that Declined	N/A
Rankings that Stayed the Same	NA
Total Rankings Gained/Lost	N/A

## Visibility @ 7 Months

#1 Keyword Rankings	81
Top 5 Keyword Rankings	100
First Page Keyword Rankings	101
Rankings in the First Two Pages	104
Ranking that Improved	23
Rankings that Declined	6
Rankings that Stayed the Same	75
<b>Total Rankings Gained/Lost</b>	<b>↑223</b>

### BENEFITS OF SEO

- Improves Credibility & Trust
- Increases Organic Discovery
- Drives High-Quality Website Traffic
- Promotes Your Products/Services 24/7
- Enhances Brand Awareness
- Optimizes User Experience
- Critical Component to Search Visibility
- Foundation For Long-Term Strategy
- Generates More Leads & Sales
- Boosts Marketing Efforts With Measurable Data
- Delivers Significant ROI



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