



THE BENEFITS OF SMART SITES

SMART SITES FUNCTION AS TARGETED, DYNAMIC MICROSITES
DESIGNED TO CAPTURE SEARCH TRAFFIC AND GUIDE POTENTIAL
CUSTOMERS TOWARD A FULL SHOPPING EXPERIENCE.

BELOW IS A STEP-BY-STEP BREAKDOWN:

1 KEYWORD & SEARCH-BASED TARGETING

- Smart Sites are built based on specific keyword searches that potential customers use (e.g., "gummies near me," "CBD edibles for sleep").
- When a user searches for a product, a Smart Site appears as a highly relevant landing page designed around that specific search intent



2 ONE-PAGE MICROSITE STRUCTURE

- Unlike a full website with multiple categories, Smart Sites are single-page experiences optimized for speed and direct conversion.
- Each Smart Site focuses on one product category (e.g., Gummies, Pre-Rolls, Edibles, etc.).
- There can be multiple Smart Sites, each tailored to different product types or specific geographic markets



3 INSTANT REDIRECT TO FULL STORE

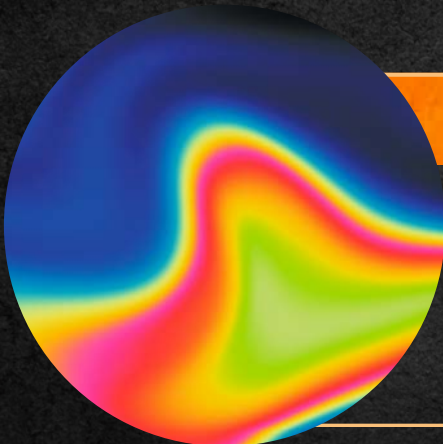
- Once a user lands on a Smart Site, they are automatically directed to the full website.
- The transition is seamless and nearly invisible to the user.
- The goal is to bring users into the complete product catalog, allowing for upsells and cross-sells



4 DYNAMIC CONTENT & HEATMAP OPTIMIZATION

Smart Sites include a heatmap tracking system that analyzes:

- Which images users click on the most.
- What sections of the page are most engaging.
- Where users drop off.
- This data helps refine and update Smart Sites over time to improve conversion rates



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AUTOMATED CUSTOMER ENGAGEMENT

Once a user lands on a Smart Site, triggered engagement sequences begin, including:

- Follow-up emails (e.g., "New Customers Get \$10 Off").
- Text messages prompting them to explore more products.
- Personalized offers based on n browsing behavior.



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GOOGLE INDEXING & SEO STRATEGY

Google regularly indexes Smart Sites, making them more likely to rank high in search results:

- Frequent content updates (every 90 days) keep the site fresh for Google's algorithm.
- If keywords are changed, the site's ranking resets, which is why initial keyword selection is critical



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VOLUME-BASED DEPLOYMENT

Businesses using Smart Sites don't just get one—they get hundreds or even thousands of variations deployed across different cities and search queries.

Example: If Chronic Guru sells gummies, pre-rolls, and edibles, they would have:

- 1,000+ Smart Sites for Gummies
- 1,000+ Smart Sites for Pre-Rolls
- 1,000+ Smart Sites for Edible

This creates a massive online presence across multiple locations and search terms.



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CONVERSION & CUSTOMER DATA COLLECTION

As users interact with Smart Sites, their data is collected and tracked. The system assigns custom tracking tags (subscripts) to monitor:

- Which keywords led them to the site.
- What product category they showed interest in.
- Whether they clicked through to the full store.
- This data can then be used for custom remarketing campaigns



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CUSTOM WORKFLOWS FOR HIGH-VALUE SEARCHES

Some customers require more detailed nurturing and information (e.g., wholesale buyers). Businesses can opt for customized workflows that:

- Send specific email sequences related to the searched product.
- Offer free consultations or special promotions.
- Route customers to different departments or sales agents for follow-ups



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COST & SCALABILITY

Smart Sites operate on a low-cost, high-volume model:

- One Smart Site costs significantly less than running full-scale PPC (pay-per-click) ads.
- They can scale up to thousands of Smart Sites without a large team.
- If a new product is introduced (e.g., "nootropic weed"), a new set of Smart Sites can be quickly deployed.



KEY BENEFITS OF SMART SITES



HIGHER SEARCH VISIBILITY

Targeted keyword based sites get indexed faster.



SIMPLIFIED CUSTOMER EXPERIENCE

Users land on exactly what they searched for.



INCREASED SALES & UPSELLS

Smart Sites drive traffic to full store pages.



AUTOMATED MARKETING & ENGAGEMENT

Email, SMS, and retargeting campaigns activate instantly.



DATA-DRIVEN OPTIMIZATION

Heatmaps & tracking improve conversion rates over time.



COST-EFFECTIVE ALTERNATIVE TO PAID ADS

Provide organic search traffic without relying on PPC ads.

HOW WE TAKE EXISTING WEBSITE CONTENT & BREAK IT DOWN BY SUBJECT FOR SMART SITES

The goal is to extract key subject areas from an existing website and structure them into individual, highly targeted Smart Sites that drive traffic and conversions.

Below is the step-by-step process:

1 IDENTIFY CORE SUBJECT CATEGORIES

Every website has multiple categories of content, including:

- Product Categories (e.g., Gummies, Edibles, Pre-Rolls, etc.)
- Services Offered (e.g., CBD Consulting, Wholesale Distribution)
- Geographic Targeting (e.g., "CBD Gummies in Austin, TX")
- Educational Content (e.g., "How to Choose the Best Edibles")
- Customer Segments (e.g., "Wholesale Buyers vs. Individual Shoppers")
- Each of these becomes its own Smart Site, ensuring users land on exactly what they searched for instead of a general homepage.



2 EXTRACT & SEPARATE KEY WEBSITE CONTENT

We analyze the existing website and break down each major section into independent, searchable microsites:

Example: A CBD Retailer (Chronic Guru)

If their main website includes:

- A homepage listing all products.
- A shop section with different product types (gummies, oils, pre-rolls).
- Educational blogs on the effects of CBD.
- A wholesale section for B2B customers.
- A contact page for customer inquiries.

We would separate this into:

1. Gummies Smart Site – Focused ONLY on CBD gummies.
2. Pre-Rolls Smart Site – Dedicated to pre-rolled CBD products.
3. Edibles Smart Site – Showcasing all edible CBD products.
4. Wholesale Smart Site – Targeting bulk buyers.
5. Educational Smart Site – Optimized for people searching for "CBD benefits."

Each Smart Site mirrors the design of the original site but removes unnecessary clutter so users only see relevant content.



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CREATE STAND ALONE SMART SITES FOR EACH SUBJECT

Once content is broken down, each section becomes its own Smart Site.

Each site includes:

- A dedicated landing page with subject-focused content.
- A clear call to action (e.g., "Buy Now" or "Get a Free Sample").
- SEO-optimized keywords for search engines.
- A seamless redirect to the main website for checkout. Example:
 - Title: "Best CBD Gummies for Sleep & Relaxation"
 - Content: Extracted from the main site's "Gummies" section.
 - Keywords: Optimized for "CBD Gummies Near Me," "Best CBD Gummies."
 - Call to Action: "Shop Gummies Now."
 - Redirect: Clicking "Buy Now" sends the user to the full store.
- Smart Site URL Example: gummies.chronicguru.com
- Main Site URL Example: chronicguru.com/gummies
- Users searching for gummies will NEVER see pre-rolls, oils, or wholesale pages.
- Instead, they land on a tailored experience specific to their search.



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OPTIMIZE FOR SEO & GOOGLE INDEXING

Once Smart Sites are live:

- Google indexes each site separately, making them rank higher for searches.
- Heatmaps analyze user interactions (e.g., Are they clicking on flavors?).
- Content updates happen every 90 days to keep Google interested.
- Keyword changes are avoided (to prevent search engine ranking resets).
- Ensures long-term organic traffic growth without relying on expensive ads.



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SET UP CONVERSION TRIGGERS & LEAD CAPTURE

Once a user visits a Smart Site, automated systems capture leads through:

- Email Signup Prompts ("Get 10% Off Your First Order").
- SMS Follow-Ups ("Still thinking about gummies? Here's a \$5 coupon!").
- Retargeting Ads (If they leave without purchasing, they see ads reminding them to buy).
- This turns search traffic into sales while keeping costs low



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SCALE UP WITH VOLUME-BASED DEPLOYMENT

- For local SEO, we create location-based Smart Sites (e.g., “CBD Gummies in Miami” vs. “CBD Gummies in NYC”).
- For product variations, we build niche Smart Sites (e.g., “CBD Gummies for Anxiety” vs. “CBD Gummies for Sleep”).
- For wholesale, we create B2B-specific Smart Sites focused on bulk buyers.



Over time, this approach outperforms traditional marketing because:

- Customers immediately find what they're searching for.
- Google ranks Smart Sites higher than cluttered homepages.
- Business owners save money on paid ads while driving organic traffic.

SUMMARY: THE SMART SITE PROCESS

1



EXTRACT

Extract core content from the website.

2



BREAK DOWN

Break down subject matter into individual Smart Sites.

3



SIMPLIFIED

Design simplified pages for each niche.

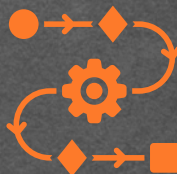
4



SEO

Use SEO keywords to boost visibility.

5



AUTOMATE

Deploy automated follow-ups for customer engagement.

6



SCALE UP

Scale up across locations & product types.

SMART SITE DEPLOYMENT WORKFLOW

EXTRACT WEBSITE CONTENT

- Identify major categories (Products, Services, Locations, Blogs)
- List all relevant pages

1

BREAK DOWN CONTENT BY SUBJECT

- Create individual content silos (e.g., Gummies, Pre-Rolls, Wholesale)
- Assign relevant SEO keywords

2

DESIGN INDIVIDUAL SMART SITES

- Create single-page Smart Sites for each category
- Ensure seamless UI/UX experience

3

OPTIMIZE FOR SEO & GOOGLE INDEXING

- Use structured keywords and metadata
- Ensure fast loading speed & mobile optimization

4

SET UP LEAD CAPTURE & RETARGETING

- Implement email & SMS engagement workflows
- Automate retargeting campaigns

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SCALE ACROSS LOCATIONS & PRODUCTS

- Deploy thousands of Smart Sites across different regions
- Track & optimize for continuous improvement

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