



# SEO & PPC Services for Industrial Hemp & CBD Company

## PROJECT DETAILS

 SEO & PPC

 Apr. 2020 - Ongoing

 \$200,000 to \$999,999



*"Very impressed with the thoroughness of SEO insight."*

## PROJECT SUMMARY

Ignite Visibility provides SEO and PPC services for an industrial hemp and CBD company. This involves performing market analysis, current outreach, and tech stack to determine the right content to craft.

## PROJECT FEEDBACK

Thanks to Ignite Visibility, the client has seen a 200% increase in traffic as well as an increase in keywords showing up in Google search results. The team displayed incredible communication, high attention to detail, and a humble approach to delivering the client's needs.



## The Client

Please describe your company and your position there.

I am the VP of Marketing for an industrial hemp and cbd company

## The Challenge

For what projects/services did your company hire Ignite Visibility, and what were your goals?

We hired Ignite to expand our reach on search engines, growing our traffic and owning critical "real estate phrases" in our niche market. We also need help navigating the tricky world of PPC in an unregulated market



**Jonathan Mackintosh**

VP of Global Marketing, Santa Fe Farms



**Agriculture**



**1-10 Employees**

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

How did you select this vendor and what were the deciding factors?

I interviewed multiple companies, reviewed online reviews, and talked to referral companies about Ignites ability to deliver

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

Ignite did analysis of our market, our current outreach and our tech stack to determine the right rhythm and content to meet the goals we set out for. They rebuilt the SEO of our web site architecture and delivered monthly blogs that highlighted our key initiatives in our market, setting us up and the industry experts

How many people from the vendor's team worked with you, and what were their positions?

The project manager has a content manager, developer team, SEM team, PR outreach and editorial staff working with us to make it happen

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

We have seen a 200% increase in traffic and close to a 2000% increase in keywords showing up in Google's Search Engines.

Describe their project management style, including communication tools and timeliness.

Fantastic organization, incredible communication, high high attention to detail and a humble approach to meeting the clients needs.





What did you find most impressive or unique about this company?

Ignite knows the industry. Very impressed with the thoroughness of SEO insight and their ability to break through the red tape we faced with PPC, going above and beyond to build us out as a case study for this emerging industry

Are there any areas for improvement or something they could have done differently?

I cant think of a thing...besides wishing it was free! :)

