



# HOW YOU CAN INCREASE YOUR DISPENSARY PROFITS WITH BAKER CRM + SEO



## SALES MATTER more than anything

Sherpa partners with **Baker** in order to provide our client's customers with a seamless menu that runs fast, and works well. **Baker** provides an intuitive, integrated platform for users to order products online. **Sherpa's** SEO makes sure they find it.



opened in



AFTER SEO, BAKER SALES ALONE INCREASED BY **39.81%** YEAR OVER YEAR WITH QUARTERLY SEO

## INCREASE ORGANIC RANKINGS

THE **FIRST 3** ORGANIC SEARCH RESULTS GET



Sherpa optimized the **Cannabliss & Co.** website to target major industry keyterms including **marijuana dispensary, cannabis store, weed near me,** and many more.

Content and markup optimization increases traffic to the site and customer purchases by targeting the keywords people look for at a local level.

## PAGE RANKINGS

🔍 = 1 term ranked #1   🔍 = 1 term ranked #2-5

BEFORE SHERPA SEO



AFTER SHERPA SEO



**organic rankings**  
The rankings that display below the MAP Pack. These rankings are the search results you get when you type in a query on Google.

## INCREASE MAP RANKINGS

The MAP Pack is an even greater challenge than organic rankings. MAP Packs include searches from within Google Maps and the map at the top of a Google search. Users can click to call, get directions, or visit a website directly from a Google Map listing.

only the **TOP 3** businesses display at the top of **GOOGLE SEARCHES**

Sherpa leads the way in local SEO and optimization. We optimized individual dispensary location pages on the Cannabliss & Co. website in addition to the site as a whole.

Before Sherpa there wasn't a single Cannabliss & Co. term in the MAP Pack. After we finished our work? **They averaged in the top 3 spots in Google Maps.**

## RANKED TOP 3 FOR...

- medical cannabis portland
- medical cannabis dispensary portland
- legal marijuana dispensary
- legal pot dispensary
- recreational marijuana dispensary
- cannabis dispensary
- medical marijuana dispensary portland
- medical pot dispensary
- medical weed dispensary
- medical cannabis dispensary

... AND MORE!

## CLICKS, CALLS, & REQUESTS

The MAP Pack provides customer action data. It logs anytime a web searcher clicks to a client website, calls them, or gets directions. We finished initial Cannabliss & Co. optimization in February of 2017. User action numbers began increasing as soon as we finished.



**+20%**

INCREASE IN MOBILE TRAFFIC



**+200%**

GOOGLE MAP AND SEARCH LISTINGS



**+230**

TERMS RANKED YEAR OVER YEAR

## NOW IT'S YOUR TURN

Since 2016, Sherpa has provided SEO and web design for cannabis clients across the country. Legalization is coming and we're proud to be a part of such an exciting industry.



sherpa

WEB DESIGN • SEO • DEVELOPMENT