



Guardian Owl Digital

HEMP SEO CASE STUDY

INTRODUCTION

Hectares.com came to Guardian Owl to help launch a real online strategy. Prior to working with Guardian Owl they had a "do it yourself" seo and paid strategy which wasn't seeing dividends. They tried two firms before investing with us. Hectares main focus was driving sales and allowing Guardian Owl to serve as an outsourced digital marketing company.



MONTH 2 RESULTS

Overall Traffic: 7,731 (up 332%)

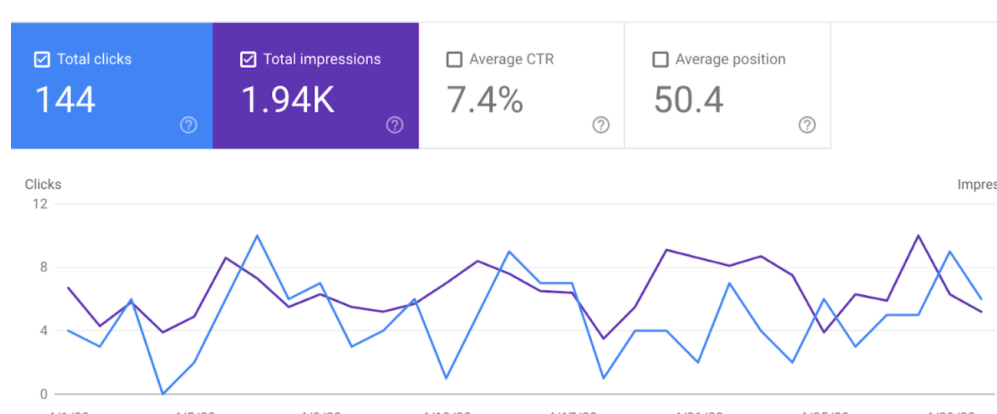
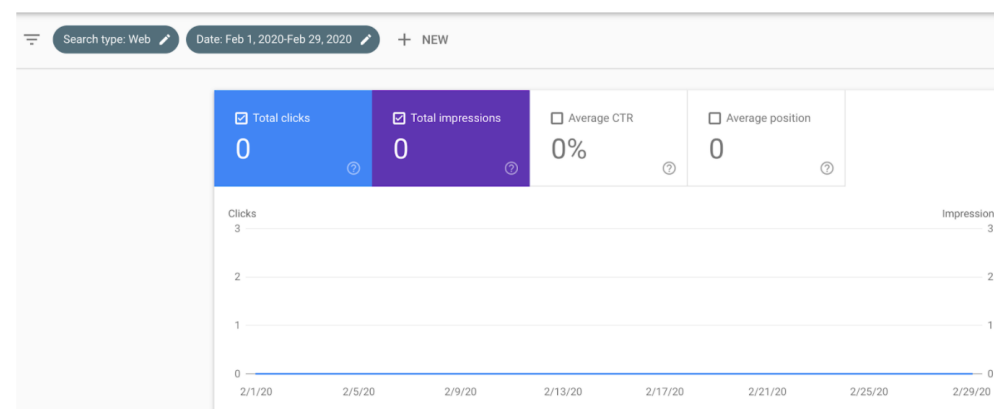
Organic Traffic: 136 (up 27%)

Paid Traffic: Display: 2,957 (up 434%)

Search: 3,385 (up 967%)

Website Pageviews: 11,317 (up 125%)

MONTH OVER MONTH



RESULTS & DISCUSSION

One of the biggest opportunities we uncovered was the need to implement a sales nurturing strategy for the Hectares.com new visitor traffic.

Despite utilizing two firms prior to Guardian Owl, there was no abandon cart strategy, email or remarking strategy, and call to action strategy in place.

E-commerce sales is all about understanding where your customers are dropping out of the sale and how to nurture them back into the sales funnel.

Even with this not being in place, online sales increased 15% month over month.

