



CASE STUDY

MEDICAL CANNABIS CLINIC

CONTENT & STRATEGY

Results from launching a content strategy for a new
medical cannabis clinic in Australia

MAR 2023

PROJECT OVERVIEW

A new medical cannabis telehealth clinic in Australia wanted to increase organic traffic and establish themselves as the topical authority among patients within Australia's emerging medical cannabis sector.

PROJECT GOALS

1. Build a library of compliant content that adheres to the strict regulations within the local market
2. Increase organic traffic with TOFU-relevant content
3. Rank for key search terms for target audience



PROJECT RESULTS



- Launched an aggressive content schedule targeting queries and keywords used by target audience
- Hired, trained, and managed team of content writers to maintain rapid content production schedule
- Upheld strict content quality guidelines, to produce compliant, empathetic and informative content for patients

90+

ARTICLES WRITTEN

390+

NON-BRANDED
KEYWORDS INDEXED
IN TOP 20

115%

INCREASE IN MONTHLY
ORGANIC TRAFFIC

BUILD CONTENT LIBRARY



- We built up an extensive library of compliant content including more than **90 blogs** and **2 pillar pieces**.
- Out of 50 of their top ranking pages for organic traffic, our content makes up **42 of those pages**.
- They now **outrank** all but one of their direct competitors for organic traffic within their local market.



INCREASE TRAFFIC



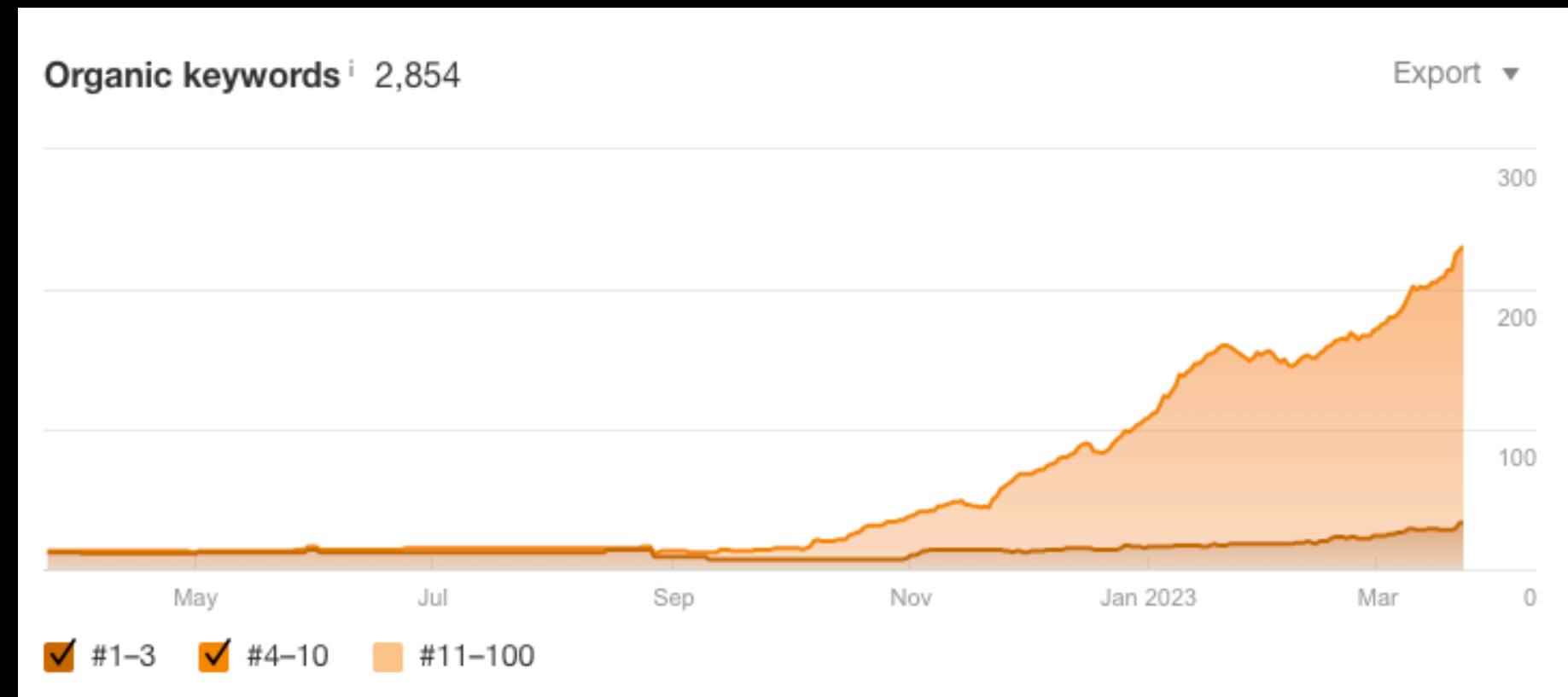
- Our content strategy directly increased organic traffic by more than **2,700 monthly visitors**, a **115% increase** from baseline.
- Our content helped encourage more than **20,000 return visitors**.
- Visitors, new and returning, spent an average of **6 minutes on site**.



RANK FOR RELEVANT KEYWORDS



- They now rank for **190+** relevant non-branded keywords within the top 10, and **390+** in the top 20.
- Monthly organic traffic attributed to the keywords ranking in the top 20 accounts for **2,700 monthly visitors**.
- Our content has secured **8 featured snippets**.





LOOKING FOR RESULTS?

Let's create a strategy driven by authentic content and curated to your audience.

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