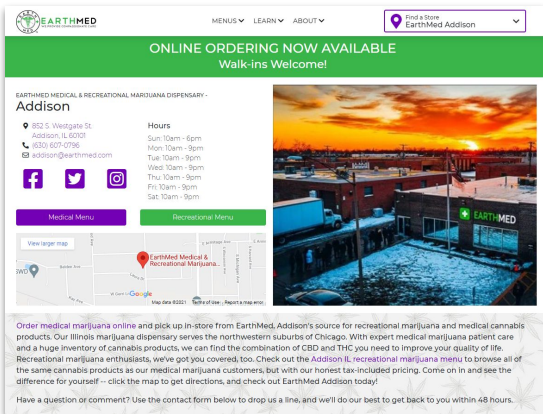




EarthMed + JumpFly SEO
Addison and Rosemont, IL, USA
earthmed.com

JumpFly SEO services drove substantial increases in traffic to EarthMed online and in-store



The challenge

EarthMed is an Illinois marijuana dispensary with two locations that initially hired JumpFly to create and manage its pay-per-click (PPC) accounts on Google and Bing. Unfortunately, since cannabis is still federally illegal, **PPC was not an option**. The strategy **pivoted to search engine optimization (SEO)** for the EarthMed website to increase dispensary customers and revenue.

The approach

In order to **drive more visitors** to the EarthMed website, JumpFly added optimized content to most pages and created many new pages of content. JumpFly also analyzed the SEO-effectiveness of the site's code and technical aspects, as well as its link profile, to ensure that search bots could **crawl, index, and rank** the site.

The results

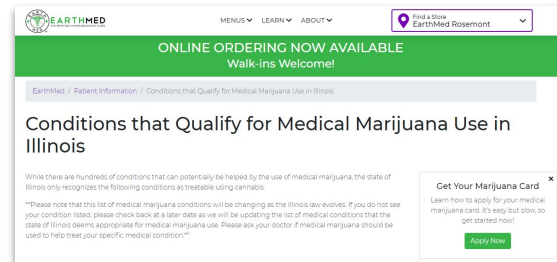
The addition of optimized content provided EarthMed with a **10.9%** lift to its popular medical marijuana card page and also **increased visits** for both the Addison and Rosemont online and physical locations:

Addison:

- **403.9%** increase in visits to the Addison location page which drives traffic to the store to make a purchase
- **48.5%** increase in visits to the recreational menu
- **31%** more visitors to the medical menu

Rosemont:

- **127.6%** increase in overall visits
- **63.6%** more visitors to the recreational menu



“Since partnering with JumpFly, our in-store visitor numbers have increased dramatically. More people are talking about how they found us online and we are receiving more online orders than ever before.”

— Jack Killackey, General Manager
EarthMed Dispensaries

403.5%
Increase in visitors to the medical conditions page

62.8%
Increase in transactions via online ordering