

WEBINAR

Rank Higher on Google: Cannabis Link Building 101

Webinar Preview & Audio Available at:
<https://www.foottraffik.co/webinars/cannabis-link-building/>

Slide 1	Rank Higher on Google: Cannabis Link Building 101 Improve your search authority and get more sales
Slide 2	Today, we'll be covering: <ul style="list-style-type: none">• What link building is• Why you need to implement it• Techniques for getting links• How to get started creating linkable content
Slide 3	My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this information with you today.



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Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively focused on dispensaries and delivery services within North America. We're really excited to be helping advance our industry forward.

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A couple of housekeeping items before we get started.

If you have your cell phones on you, please put them facing down on your desk or mute them. We are going to be covering a lot of information in a very short window of time and it helps to retain focus.

Familiarize yourself with the Zoom interface. If you haven't become a master at Zoom yet, if you go to the bottom of your screen there is a Q&A button. We do have moderators with us today that will be addressing questions throughout the webinar.

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Link building is an integral part of search engine optimization.

If you've joined some of our previous webinars, you know that search engine optimization, or SEO as it's more commonly called, is all about optimizing your website around particular keywords, improving the user experience, and incorporating strategies that help you with Google ranking factors.

Link building is one of those strategies, and it plays right into what Google cares about. According to Search



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Engine Land, links are one of the top two factors that Google considers for its rankings.

Want to rank higher on Google?

Need to secure your position so competitors don't take the top spot?

Link building, as part of a broader SEO strategy, can help with that.

When you run a search on Google, they want to give you the most relevant results. They try to match your search intent so that if you're doing a search to learn more about something, you get educational results. If you're doing a search to buy something, you get shopping results. Makes sense, right?

This has made Google extremely popular. There are over 3.5 billion Google searches a day. And I know that because I asked Google.

So, how can you convince Google's algorithm that your site is the answer to particular queries? How can you show that your dispensary is the best one to show searchers in your area?

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To rank which sites and pages it will point to, Google looks at a lot of factors. These are all part of their secretive algorithm. And these ranking factors all revolve around E-A-T.

This stands for expertise, authoritativeness, and trustworthiness. If your website is able to showcase these three factors, then you're going to show up higher in



relevant searches.

So how can you do this?

In addition to creating great content, creating a link building strategy as part of your larger SEO strategy will help showcase the E-A-T of your website.

When people link to your site, they're essentially endorsing you as an expert. Those links help to build site authority. They tell Google that people like your content and that it's relevant.

Once Google has that information, when someone does a relevant search, they'll be able to highlight your dispensary as a qualified search result.

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That's the "why" of link building, so let's get into the what.

The act of getting sites to link to you is link building.

Link-building typically prioritizes two types of links: internal links that are on your own website and point to your own pages and backlinks, which are inbound links coming from other websites.

Let's say you have a blog post talking about sativas and at the end, you link to your menu or location page. That's an internal link.

If you're mentioned in an article about dispensaries and they link to your website, that's a backlink.

The quality of the links matters, of course. While you want many links, they should be from relevant sites or



individuals because their domain authority helps increase the value of the link. The text that they use to link to you, known as the anchor text, matters too. It should be relevant to the content that's being linked to.

When creating a link building strategy, you want to consider a couple of things to ensure that you're maximizing your time and actually boosting your SEO.

First, set your goals. What types of links do you want to score, how many do you envision getting, and what timeframe do you want to achieve this in?

Next, before getting started on creating content, make sure to audit your site and any off-site profiles or directory listings for missed opportunities. Do they all have the appropriate links? If not, get the right links added.

Now, let's dive into internal links.

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Internal links don't provide quite the same value as backlinks, though they're still considered to be valuable for SEO.

Internal links are useful for establishing site architecture and spreading link equity around your site.

Having a crawlable internal link structure will make it easier for search engines to find and index all of the pages on your website—which means that Google can then reference those pages for the appropriate search terms.

Now, in their rush to produce content, many websites make the mistake of hiding or burying pages. They may not make them part of their menu or link to them.



However, in order for search engines like Google to rank your pages in a user's search results, it has to be able to find them. A solid internal link structure will make your pages more accessible and easier to find for both Google and potential customers.

I mentioned that internal links also work to distribute link equity among your pages. Link equity can be thought of as passing value and authority from one page to another.

Internal linking should be a consideration when creating your website, adding pages, and posting blog content.

Your website should feature an easy-to-navigate hierarchy that makes sense to your users.

For example, let's say you have multiple locations. From your homepage, you'd want to link to your locations page that then links to each of the different locations.

If you work in multiple states, then the locations page would feature the state pages, which would then link to the individual dispensaries. This is pretty logical and intuitive once you think about it.

When adding new pages or blog posts, you want to link to them properly and maintain your site hierarchy and make them crawlable. One way to do this is to create pillar content, which is important content that you reference time and time again.

On our website, we have a knowledge base with pages that share information about digital marketing. Each of the pillar pages is full of important information that helps educate potential clients. When we write blog posts, we link to those pages when appropriate and that helps show Google the value of those pillar pages.



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Speaking of blog posts, in addition to linking to your pillar pages and menu, you'll also want to make sure that you link to your other blog posts when appropriate.

Let's talk backlinks now.

Backlinks are the gold standard for link building. When a credible, high-authority website links to yours, it's almost as if it were transferring some of its own authority to your site.

When a search engine attempts to rank your website, it doesn't just look at the content on your site. It also looks at the external links pointing to that content.

Having a network of valuable backlinks will automatically give your dispensary website a boost in search rankings.

Because of this, not all links are the same. Inbound links coming from trusted, high-traffic, and high-authority websites are more valuable than links coming from less-known sites with less traffic.

When a credible website with a high ranking links to your content, you can expect your ranking to go up over time. But when a backlink originates from a low-value, low-authority website, it can actually have the opposite effect.

Low-value backlinks can hurt your search ranking, pulling your site down in the rankings instead of pushing it up. These types of backlinks are generally the result of black hat SEO tactics that can get you in trouble with Google.

We don't participate in those types of strategies to



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protect our clients. By implementing a robust link building strategy, we can score high-quality backlinks that improve our clients' rankings.

There are a variety of ways to score backlinks to your site, so let's talk about those for a moment.

The best way to get backlinks is to create good content that people want to share via social or on their own blog posts. By showcasing your knowledge of the industry and of cannabis in general, you can create content that people want to link to.

For a dispensary, this could be educational content about the entourage effect, terpenes, or CBD, among other things.

You can also feature brands. Some brands may be willing to link to your content about them or share it via social media.

Now, this doesn't just have to be text. Yes, a great blog post about these topics is a good idea, but if you have the resources and time, you can take this further.

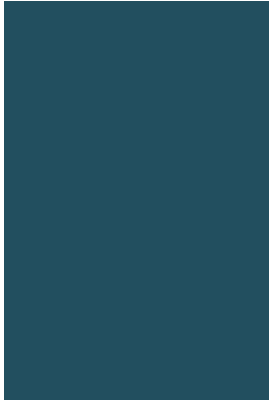
In addition to blog posts, you can create videos to provide information in an accessible format. You can also create infographics or fun gifs that relevant sites will want to share or link to.

We do offer content services for our clients. We have a blog service that includes ideation, creation, and publication so that you get the benefits without having to do the work. This is the fastest way to get started with content creation.



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If you want to tackle this by yourself, you'll want to start with keyword research or consumer research to dial into what potential customers want to know and read.

One simple way to do this is to check in with your budtenders to see what questions they get asked the most. From there, you'll need to create a post, edit it, find or create images, and then publish regularly.



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Another way to get links to your site is by ensuring you're listed in directories like Yelp, Weedmaps, and Leafly.

Of course, the first listing you need to create is your Google My Business profile. From there, you'll want to focus on directories that are relevant to the industry. Right now, Weedmaps gets more traffic than Leafly, so you definitely want to create a listing there.

The fastest way to get on all of the right listing directories is to use our listing service. We'll create a profile for you and get your dispensary on all the right directories.



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You can also score backlinks by speaking or presenting at cannabis conferences and events.

There are plenty of educational conferences and events happening across the country thanks to the popularity of legalization. Of course, these are virtual right now, but they still present a great opportunity for getting a high quality backlink.



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Depending on the size of your company, you may be able to land speaking gigs at popular conferences like MJ Biz Con.

Or, if you have expertise in a particular part of the industry, you may be able to secure a spot as a panelist at conferences that cover a variety of topics.

For example, if you've centered your dispensary around wellness and have a history with alternative medicine, you may be able to speak about the role of dispensaries as alternative medicine providers or as a partner to integrative medicine practices.

Local events can help you build links as well. If you have a partnership with a yoga studio, for example, you can each mention your joint events on your websites. You can also submit that event to other sites like your local newspaper or local library. Some dispensaries even partner with libraries themselves to help educate patients about cannabis.

There are a lot of cannabis-friendly podcasts out there. Why not reach out to one and propose doing an episode together? Many podcasts will have information about being a contributor or guest on their website.

Alternatively, you can start your own podcast and feature guests who will link to your podcast on their site.

Webinars can also be a useful way to score a link. Right now, most events have gone virtual and Zoom is a daily thing. We've been doing webinars for almost a year now and it's a great way to both create content and share



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valuable information with interested parties.

For dispensaries, you can do educational webinars about cannabinoids, terpenes, and more.

You can also transition your events into webinars. Rather than having a vendor day, you can do a vendor webinar that can be viewed time and time again.

If you used to host marijuana and meditation classes, go virtual and create a series. These can live on your website so that you have quality content and they can easily be linked to and shared.

Another way to build links is to post on other website's blogs. For example, if you create a good article that gets accepted by Green Entrepreneur, your bio will have a link to your website in it.

Some sites only offer no-follow links, so be sure to check before investing too much time into creating content that won't give you a big boost. This means that the site owner has added an attribute to the link to tell Google not to pass off some of its page rank to the site being linked. This is often the case on sites like Medium or in blog posts comments.

Now, that doesn't mean that you shouldn't bother with no-follow links. It can still be worthwhile because while you may not get the SEO boost, you may still get people clicking through to your website if your article is good.

Essentially, weigh the benefits versus the cost of your time to determine whether you should go down this route.



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To track your link building strategy, you will likely want to use a couple of different software platforms and check them regularly.

We always recommend that our clients install Google Analytics. The Google Analytics platform lets you see where your traffic is coming from. We use it as part of our revenue attribution.

When you set this up properly, you can see how many sales resulted from your different links. You can also see whether sales from organic traffic increase over time, which is the larger goal of a quality SEO strategy.

You can also track the effectiveness of your link building with a site like Ahrefs. Ahrefs helps measure how many backlinks your site has.

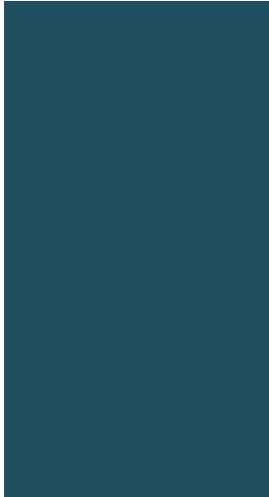
It's a robust tool that can help support and measure your SEO goals. You can even use it to provide insight into your competitors' websites.

When you work with a cannabis digital marketing agency like Foottraffik, this is all done for you. You don't have to worry about making sure your Google Analytics is set up right or signing up for an SEO tool that you'll need to learn to use. We'll install Google Analytics for you and provide reporting on your website performance. We'll score you more links and monitor them.

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Link building doesn't stop. To get the most out of this strategy, you need to continue to invest in it. Google is constantly updating its algorithms. Plus, some of your older links will break or disappear.





Just like SEO, link building is an iterative process. Success happens over time and to see results, you'll want to keep getting quality links.

The first few months that you engage in SEO, it's all about getting things set up and tracking. You can expect to see the results of your hard work in about 6 months.

This all depends on your market though, so be sure to give us a call to learn more about what this would mean for your particular dispensary.



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If you're ready to implement a strategy that you know will work, let's talk. I want to get you set up with our special SEO deal that includes link building.

If you sign up for a three-month SEO package before December 15th, we'll give you 20% off your first month.

We can truly cater this service to your business, so if you have questions or particular concerns about your website performance, schedule a call at foottraffik.me/call and let's go over them. Once we know the issues you're facing, we can help you create a plan to address them and overcome them.



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Questions

How much does link building impact SEO?

We can't know the exact impact because Google doesn't share that information, but research by SEO agencies



suggests that it's one of the most important factors for determining page rank.

How many links do you need to improve your SEO ranking?

There's no hard and fast number for this. Ultimately, it's more important to focus on the quality of links than the quantity. You can have tons of links, but if they don't come from quality relevant sites, then they aren't going to help you.

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Thanks so much for joining us today.

Don't forget to take advantage of today's SEO offer. It's for today's attendees only and I really want to get you hooked up with this service.

Also, for sticking with us, you've qualified for your free yeti.

Let's get your shipping information and get one of those to you quickly. Schedule a call at [foottraffik.me/call](https://www.foottraffik.me/call)



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