

Use Case: The Hemp Doctor

The Hemp Doctor has amazing products, but has very limited means to market their product. All the major platforms, such as Google and Bing, will not allow a CBD company to do any marketing such as a pay-per-click program. This greatly inhibits their ability to market to customers online. Search Box Optimization (SBO) offered a solution which would allow The Hemp Doctor to be in front of every customer doing a search for the products they sell.



SBO works by seamlessly integrating into the autocomplete predictions of major search platforms, ensuring that The Hemp Doctor could have significant exposure in the digital landscape – a feat never before available to them. We implemented a targeted SBO campaign using specific keywords - **"Gummies for Anxiety"**, **"Gummies for sleep"** and **"Gummies for pain"**.

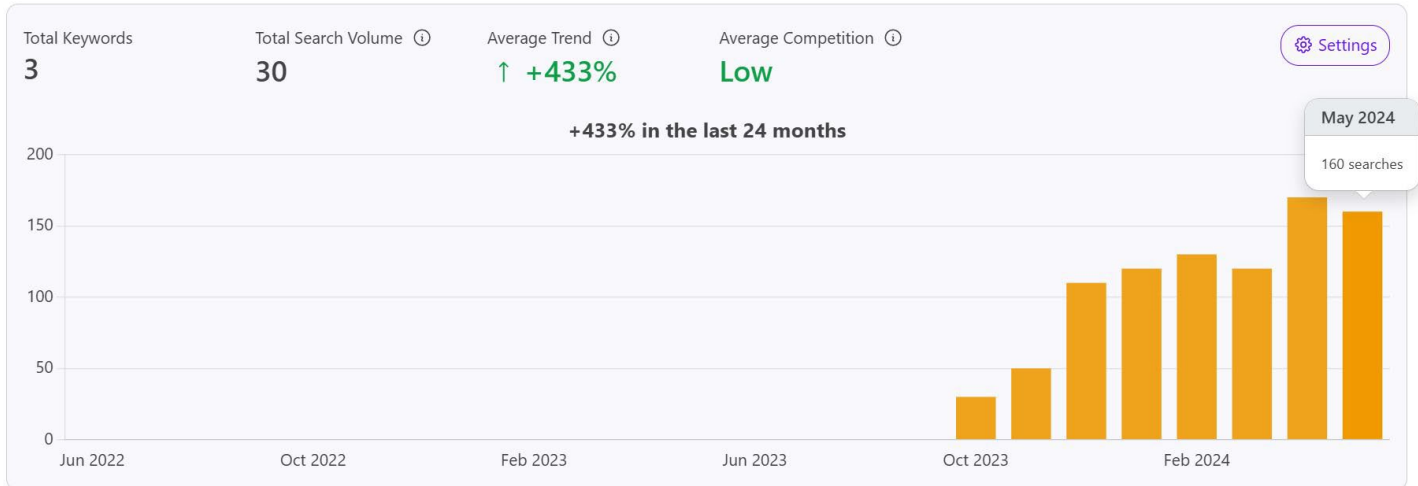
This strategic choice was designed to elevate their brand in these key markets, taking advantage of the autocomplete feature to provide a first-time opportunity, which is to market their product to customers. The effectiveness of SBO was quickly recognized by The Hemp Doctor, as their traffic had an immediate spike in traffic, all made possible by the implementation of the SBO marketing technology. By adopting this approach, The Hemp Doctor can now stand out to potential customers.

Results and Impact

The implementation of the Search Box Optimization (SBO) campaign for The Hemp Doctor yielded notable improvements in their website metrics, indicative of enhanced user engagement and online presence. The key outcomes are as follows:

- **Growth in Sessions (user interactions with website):** The number of sessions, representing user interactions with the website, saw a 38% increase. This growth signifies a more robust online presence, with more frequent user visits and interactions.
- **Increase in Users:** There was an 26% rise in the number of unique users, all because they were able to put their name in front of potential customers looking for the products that they sell. This increment points to the campaign's effectiveness in attracting new visitors, completely dominating the search terms they selected for this campaign.
- **Improvement in Bounce Rate (% of users viewing only one page):** A significant decrease in the bounce rate, from 81% to 62%, was observed. This reduction is a strong indicator of increased user engagement of qualified prospects that were identified by the SBO strategy.

TRAFFIC REALIZED FROM THE SBO MARKETING



Keywords	Location	Search Volume	Trend	Average CPC	Competition	Last Updated
<input type="checkbox"/> gummies for anxiety hemp doc md	United States (Country)	10	↑ +400%	-	Low	2024-05
<input type="checkbox"/> gummies for sleep hemp doc md	United States (Country)	10	↑ +600%	-	Low	2024-05
<input type="checkbox"/> gummies for pain hemp doc md	United States (Country)	10	↑ +300%	-	Low	2024-05

Conclusion:

Client Testimonial: “We are very thankful that we now have an avenue we can use to advertise. We are expanding to 40 more areas with SBO.” Owner, The Hemp Doctor

The Search Box Optimization (SBO) campaign implemented for The Hemp Doctor significantly enhanced their online marketing, achieving strategic dominance both before and after search queries. By influencing search engine autosuggestions, the campaign effectively captured user attention at the start of their search journey, contributing to a 38% increase in website sessions and a 26% rise in unique users. Furthermore, when users selected an autosuggested term related to The Hemp Doctor, they were directed to a results page 100% dominated by the company's links and directories, effectively reducing competitor visibility.