



CASE STUDY

MARKETING CONSULTING TO INCREASE SEO & LEAD GENERATION

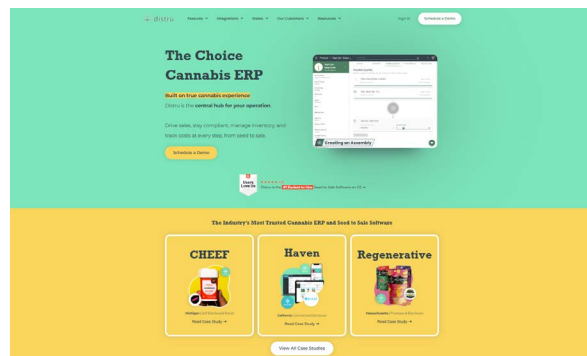
ABOUT DISTRU

Distru provides a cannabis ERP and seed to sale software for businesses in need of efficiency and compliance. Their seed to sale software simplifies operations, ensuring seamless management of inventory, sales, and compliance in one platform. Trusted by cannabis industry leaders, Distru streamlines processes, allowing their customer to focus on growth.

A NEED FOR A GREATER DIGITAL PRESENCE TO OUTRANK COMPETITORS & GENERATE LEADS

Distru was looking to optimize their website further, driving traffic from informational pages to landing pages built to convert traffic. They also wanted to kick-start their search engine optimization efforts to drive more organic traffic, especially when they were experiencing advertising roadblocks when it came to using the term "cannabis".

Over the course of the past 18 months, we helped them increase the number of website visitors deriving from organic search traffic from 1,409 to 3.2K. They also increased the number of organic keywords from 1,020 to 2.1K. Currently, the value of traffic that is driven to their website through organic search is \$8.7K. They have 285 keywords currently on the first page of Google.



THE SOLUTION - AN EFFECTIVE SEO/WEBSITE OPTIMIZATION STRATEGY



WEBSITE OPTIMIZATION

Provided ideas and resources to help Distru produce downloadable conversion content for their website, turning informational pages into conversion-focused landing pages.



SEARCH ENGINE OPTIMIZATION

Worked with Distru to help them increase rankings for a targeted set of keywords that they were ranked below 20th on Google search results and brought them to within top 3 on Google.



LEAD GENERATION

The combination of SEO for an increase in organic traffic levels as well as optimizing the website for conversion has led to an increase in monthly leads generated for the organization.



LINK BUILDING

We built backlinks from reputable websites (domain authority over 40), linking to the homepage and other pages ranking well for keywords, reaching 2,591 total backlinks.



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RESULTS AND INSIGHTS

WHAT'S NEXT?

We're going to continue working with Distru to guide them on further website optimization support to provide a better user experience for their prospects and clients, help them circumvent advertising-related issues with the Cannabis terms, and ensure they're not only generating new organic keywords, but help them increase their current levels and maintain the substantial organic traffic levels that they're currently experiencing.

KEYWORDS
ON FIRST PAGE
285

MONTHLY
TRAFFIC VALUE
\$8.7K

ORGANIC
KEYWORDS
INCREASED
106%

ORGANIC
TRAFFIC
INCREASED
127%



“John supported us as a thought partner, providing structured guidance on how to achieve better SEO & increase website conversions. We increased rankings for a targeted set of keywords from below 20 to the Top 3 search results on Google.

In addition to the increase in keyword rankings, John provided ideas and resources to help produce downloadable conversion content for our website. In combination, we were able to increase inbound leads by bringing our software solution to new eyes and offering resources that result in lead generation opportunities.

We would absolutely recommend Bertoli Marketing. 5-star service; don't wait to have an intro call with John and see if working together makes sense.”

*Arvin Massoudi
Growth Marketing Manager
Distru*

INTERESTED IN INCREASING WEBSITE LEADS? LET'S CHAT ABOUT AN EFFECTIVE MARKETING STRATEGY WITH GREAT RESULTS!

ABOUT BERTOLI MARKETING

Bertoli Marketing provides Fractional CMO, Demand Generation, and AI-Powered Website Optimization Services to startups and small businesses who either lack the functional marketing expertise, or they are not able to scale properly because they don't have the necessary infrastructure and strategy in place. Our proven methodology evaluates the organization's marketing mix to understand what's working and what needs improvement, we then build out an effective strategy to increase the website conversion rate, drive more engagement, and accelerate pipeline. We are so confident in our strategy that we guarantee an increase in your website conversion rate and lead generation in the first 6 months of engagement, or we'll provide an additional 6 months of support for free!

For more information, please visit www.bertolimarketing.com.



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