



Case Study
New Mexico State University

North American Cannabis Conference Attracts Industry Leaders with SEO Boost



Organic Traffic Increases by 88%
After Working with LuckyTamm
Digital Marketing

“We saw a significant amount of increased website traffic within the first month of working with LuckyTamm. Our North American Team benefited from the increased visibility by connecting with industry leaders, growers, manufacturer, brands, educators, budtenders, retailers, advocates and other stakeholders in the cannabis community. LuckyTamm is an amazing group of professionals that is dedicated to problem solving and helping their clients see results.”

Lisa Petty, Marketing Director, Lift Events & Experiences

! About

Lift Events and Experiences is a large-scale cannabis trade show with events in Vancouver, San Francisco, and Toronto. Each event showcases subject-matter expertise with leading-edge content with premiere exhibitors, retailers, producers, growers, investors and decision makers. Lift Events and Experiences is place where critical conversations, meaningful connections, and the world's cannabis leaders come together to share industry insights.



! Challenge

Despite the growing popularity of the event, the website was underperforming with organic search traffic. It was getting almost no traffic, despite new content being published on a regular basis.



Solution

LuckyTamm worked with Lift Events and Experiences to assist with prioritization and organization of search-related activities including an audit, easy wins analysis, content gap analysis, and technical SEO best practices. Through a concerted effort, Lift Events and Experiences saw changes almost immediately after LuckyTamm put together a comprehensive SEO program with actionable items and a clear path forward. In addition, the team worked closely to ensure the integrity of the work was preserved with a detailed redirect linking process and subdomain technical fixes when Lift Events and Experiences developed a new website.



Results

After implementing the initial phase of the SEO plan, we were able to see results almost immediately. By focusing on the biggest indexing issues, our team was able to lift the organic rankings for Lift Events and Experiences. LuckyTamm was also able to implement an ongoing optimization plan that supported the various target segments of the show and helped Lift Events & Experiences achieve top ranking results.



Stats

88% Increase in Organic Traffic in the First Month Working with LuckyTamm

58% Increase in Canadian-Based Web Traffic

77% Increase in Organic Traffic Year Over Year

100% Increase in United States-Based Web Traffic

365% Increase in Organic Traffic and New Users Accessing the Site

86% Increase in Backlinks Year Over Year



**Are you ready to level up your digital advertising game?
Let's jam. Contact us, today!**



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