

# Optimising Website SEO for Leading Australian-Owned Licensed Dispensary

Client: Licensed Dispensary in AU



## Executive Summary



The client is regarded as the leading licensed dispensary in Australia. They provide premium-quality Chinese herbal products and formulas at affordable prices.

The renowned Australia-owned company partnered with Flexi Digital Marketing to fulfil its commitment to better serve its customers and support the development of Chinese herbal research and cultivation in the country.

## About the Client

The celebrated dispensary was established with a strong belief and passion for Chinese herbal products and top-rated herbal dispensing standards. Today, they provide affordable premium products to medical practitioners and consumers.

The company remains committed to providing high-quality products and oriental medical practices. With more than a decade of experience in the industry, they continue to abide by high dispensary standards similar to those in China and closely comply with Good Manufacturing Practice (GMP) in every aspect of their operation.



## Client Challenges

Ultimately, the client wanted to serve their customers better. Their patrons encountered difficulties with the company's website. As such, they needed to address various issues based on the feedback and comments they received.

Later on, Flexi Digital Marketing brought to the client's attention that there were a couple of problems that needed to be addressed by developers as well, such as broken links. In addition, the website was not SEO-optimised and required improvements to its security capabilities.

## How Flexi Digital Marketing helped the client

The company leaders decided to search for an agency that could help them address the concerns of their customers and improve their website. They partnered with Flexi Digital Marketing, an offshore flexible marketing solutions agency.





## OUR SOLUTIONS

The offshore agency offered on-page and technical SEO for the client, handled by the team's expert SEO specialist, Frances Abejuro.

Frances took stock of the website's ailments aside from the concerns brought up before. Thereafter, she presented the solutions needed to achieve what the client wanted. They are as follows: conduct a full website audit, add Google Analytics, perform keyword research, provide SEO elements for each page, revise blogs, update broken links, optimise PageSpeed, and add reCAPTCHA.

## Simplicity is the key to effective communication

Throughout the project sprint, Frances proactively communicated with the client for approval and other requests.

While the client's team was not well-versed in the technicalities, she effectively conveyed why the suggested solutions were necessary and highlighted the benefits their company would receive if these were implemented.

As such, they trusted Frances and her capabilities and provided the necessary credentials for the website.

## Result: Optimised & Climbing Up The Ranks

Even as a one-woman team, Frances Abejuro was able to implement all the solutions she presented to the client within a month.

After addressing the ailments spotted and implementing the suggested processes, the client's website now performs well. In addition, the website is currently climbing on Google's search results, which aided the company in gaining more partners and customers.

Currently, Frances continues to work with the client and help resolve all issues that may arise on their website.

Aside from an SEO specialist, Flexi Digital Marketing also suggested to the client to leverage their social media presence and publish more content even on a monthly basis.

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