



HerbSocial.com — SEO Case Study

12 months of growth powered by
SEO Rank Media

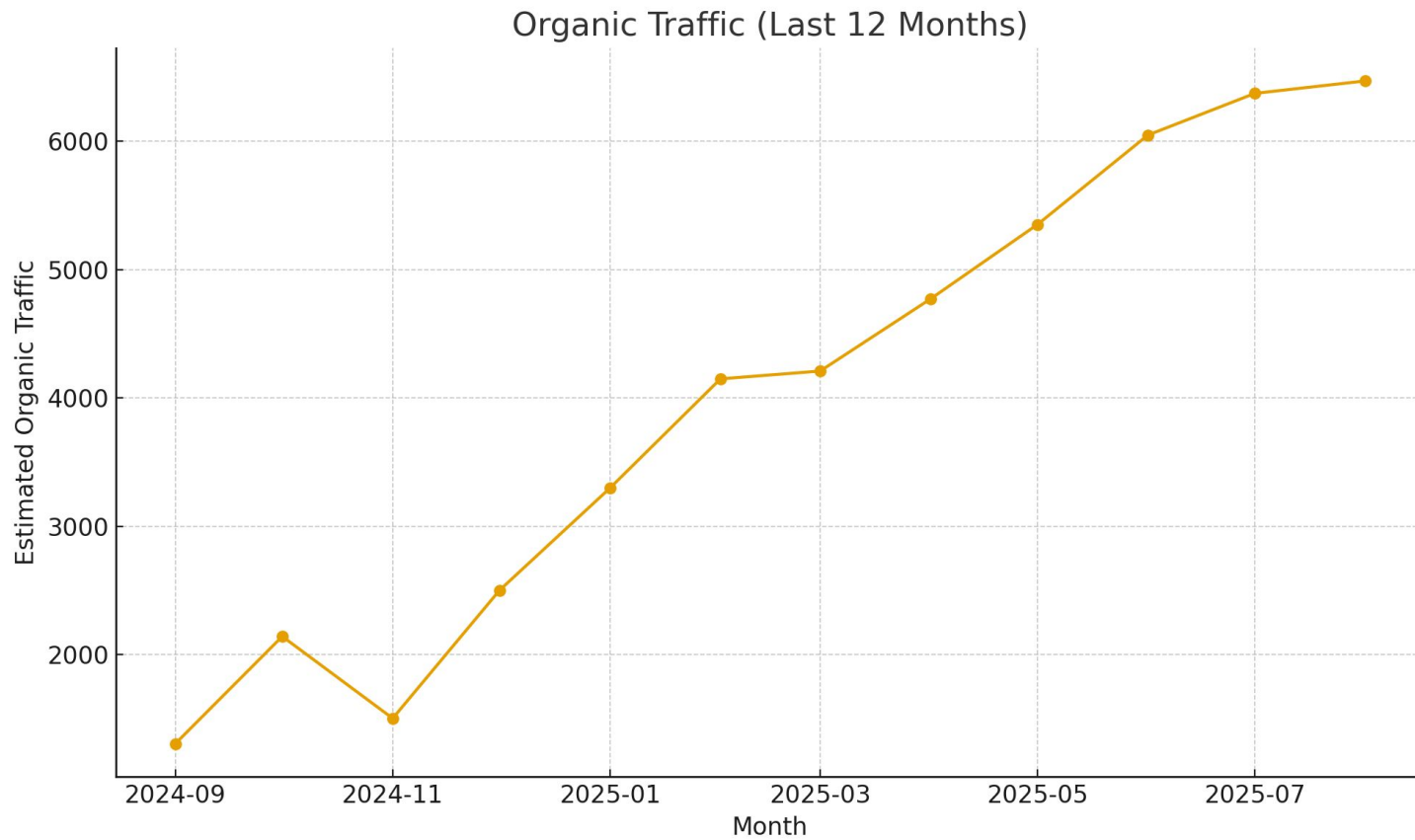
Snapshot: August 2025

- Estimated Organic Traffic: 6,472
- Ranking Keywords (Top 100): 1,173
- Traffic Cost (Ad-equivalent): \$176
- Source: Semrush Organic Research (Desktop)

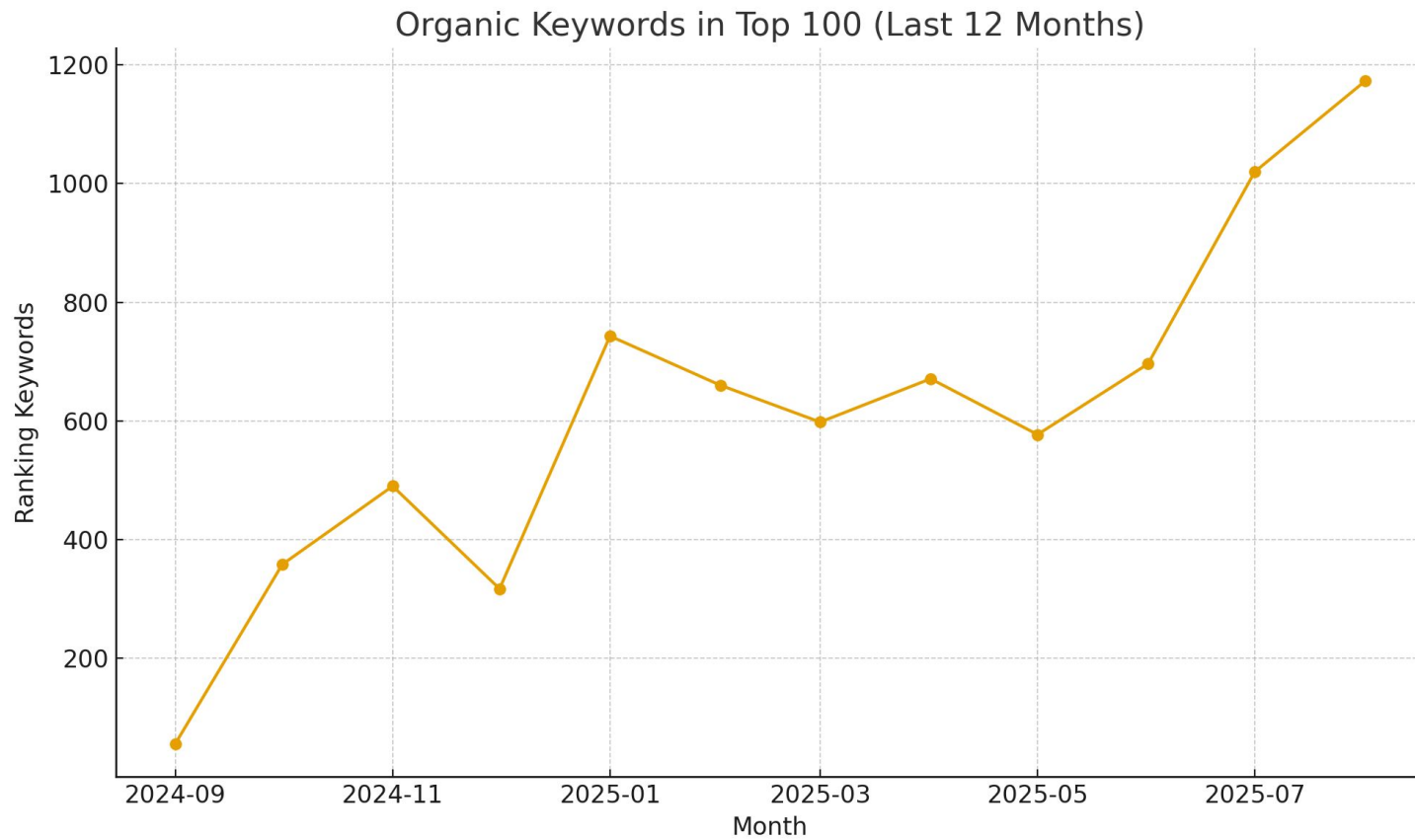
12-Month Gains

- Organic Traffic: 1,305 → 6,472 (396% growth)
- Ranking Keywords: 56 → 1,173 (1995% growth)
- Traffic Cost: \$0 → \$176
- Interpretation: Visibility and demand are compounding month over month.

Organic Traffic Trend



Ranking Keywords Trend



What Drove the Results

- Local SEO build-out for Lawrenceville, IL (pages, GMB signals, NAP consistency).
- On-page optimization: title tags, internal links, schema, and menu/brand pages.
- Content expansion targeting dispensary + product intent terms.
- Technical clean-up and speed improvements; crawl budget optimization.
- Link earning from local and niche publications.

Result: Real Visibility. Real Foot Traffic.

- SEORankMedia.com helped HerbSocial scale to thousands of monthly organic visitors in one year.
- Questions? Schedule a call with SEO Rank Media [at this link](#) today.

