

# Cannabis Dispensary SEO Checklist

Do These 4 Things This Week | [randibagley.com](https://randibagley.com)

Feeding the algorithm since 1996.

Most dispensaries skip these basics and wonder why they're not in the local pack. Fix these first. Everything else can wait.

## 1. GOOGLE BUSINESS PROFILE

- Primary category set to "Cannabis Store" (no exceptions)
- Hours are 100% accurate, including holidays
- At least 10 recent, high-quality photos uploaded
- Online order / menu URL added to the profile
- Attributes enabled: "In-store shopping," "Curbside pickup"
- Age-verification page is NOT blocking Googlebot

**PRO TIP:** Being open at the time someone searches is now a top-5 local ranking factor (Whitespark 2026).

## 2. REVIEWS

- You have a system to ask every happy customer for a review
- QR code at the register linking directly to your review page
- Review link in your post-purchase receipt email or SMS
- You have at least 20 reviews with a 4.0+ star average
- You received at least 1 new review in the past 30 days

**PRO TIP:** 74% of consumers only trust reviews from the last 3 months. Recency matters more than total count.

## 3. YOUR ONLINE MENU

- Search "site:yourdomain.com" — are product pages actually indexed?
- Product names appear in Google search results (not just the homepage)
- If using Dutchie or iHeartJane, confirm you are NOT on an iframe plan
- Ask your menu provider about SEO-optimized / headless menu options
- Each product category has its own crawlable, indexable page

**PRO TIP:** There are 10M+ monthly product-related cannabis searches. An iframe menu means you're invisible for all of them.

## 4. YOUR LOCATION PAGE

- Title tag includes your city and/or neighborhood
- Full NAP (name, address, phone) in crawlable HTML — not just an image
- LocalBusiness schema markup with geo coordinates
- Embedded Google Map on the page
- Unique on-page content: parking, neighborhood context, what makes you different

**PRO TIP:** Build conquest pages targeting nearby cities you serve. You don't need a physical address there — just a relevant page.