

THE LICENSED INDUSTRY MARKETING PLAYBOOK

Find the hidden traffic leaks limiting growth in regulated wellness e-commerce and turn search demand into a channel you can actually own.

BUILT FOR HIGH-FRICTION CATEGORIES

For founders selling peptides and other regulated wellness products where paid acquisition is harder than it should be.

[START HERE](#)

Paid acquisition should not be your only growth engine.

When a product category faces stricter advertising review, organic search becomes more than a marketing channel. It becomes a durable source of demand.

THE CORE SHIFT

**STOP RENTING EVERY CUSTOMER.
START BUILDING DISCOVERABILITY
YOU CAN OWN.**

1

Capture active demand

Reach people already searching for solutions, product types and comparisons.

2

Reduce channel risk

Build a growth channel that is less dependent on creative approvals and audience restrictions.

3

Compound over time

Strong category pages, helpful content and relevant authority can keep earning attention long after publication.

IMPORTANT

This guide is about marketing services and organic visibility. It does not promote the sale or consumption of regulated products.

SELF-ASSESSMENT

Your 25-point Organic Visibility Score

Give yourself one point for every statement that is true today.
Do not overthink it - the goal is to reveal where growth is leaking.

A

Search demand

- ☐ We know the non-branded searches that drive qualified visitors.
- ☐ We can separate high-intent product searches from research searches.
- ☐ We know which existing pages already have impressions but weak click-through rates.
- ☐ We have a keyword map for categories, products and educational content.
- ☐ We review Search Console performance at least monthly.

SCORE

____ / 5

B

Site structure

- ☐ Every important product is reachable through clear category navigation.
- ☐ Category pages have unique copy, not just a product grid.
- ☐ Filters and variants do not create uncontrolled duplicate URLs.
- ☐ Internal links guide users from educational content to relevant commercial pages.
- ☐ Our URLs are readable and logically organised.

SCORE

____ / 5

SELF-ASSESSMENT

Complete your visibility score

C

Product experience

- ☐ Product titles describe what the item is, not only the brand name.
- ☐ Product pages answer key buying questions with original copy.
- ☐ Images have descriptive filenames and useful alternative text.
- ☐ Product and merchant structured data are implemented correctly.
- ☐ Out-of-stock and discontinued products have a deliberate SEO strategy.

SCORE

___ / 5

D

Trust and authority

- ☐ The site clearly explains who is behind the business.
- ☐ Policies, shipping, returns and contact information are easy to find.
- ☐ Claims are responsible, accurate and appropriately qualified.
- ☐ We earn links and mentions from relevant, trustworthy websites.
- ☐ Our content shows real expertise rather than generic AI summaries.

SCORE

___ / 5

E

Technical health

Indexing, mobile usability, Core Web Vitals, canonicals and structured data errors are monitored and prioritised. ___ / 5

INTERPRET YOUR SCORE

What your number is telling you

Your score is not a grade. It is a map showing where the fastest organic gains may be hiding.

0-9

Invisible foundation

Search engines and shoppers are both missing critical context. Prioritise technical access, category architecture and basic trust signals first.

10-17

Demand is leaking

You have useful assets, but they are not connected into a coherent acquisition system. Focus on intent mapping, internal links and page quality.

18-22

Ready to scale

The foundations are sound. Growth is likely to come from expanding non-branded demand coverage and strengthening relevant authority.

23-25

Compounding engine

You are operating from a strong base. Protect quality, measure incrementality and pursue category leadership rather than volume for its own sake.

YOUR TOTAL ORGANIC VISIBILITY SCORE

_____ / 25

DIAGNOSIS

The five traffic leaks we see most often

These are especially common in ecommerce categories where paid acquisition is restricted, inconsistent or expensive.

01 Category pages that say almost nothing

A product grid alone rarely explains relevance. Build category pages around search intent, selection guidance and genuinely useful differentiation.

02 Product pages written for compliance, not discovery

Responsible copy is essential, but vague copy makes it hard for search engines and customers to understand the product. Be precise without making unsupported claims.

03 Educational content with no commercial pathway

Helpful articles attract attention but fail to guide readers towards appropriate category or product pages. Add contextual internal links and clear next steps.

04 Authority built from irrelevant links

More links are not automatically better. Prioritise topical relevance, editorial credibility and natural placement over raw volume.

05 Technical fixes without a demand strategy

A clean site can still be invisible. Technical SEO removes friction; it does not replace intent research, differentiated content and authority building.

ACTION PLAN

A practical 30-day organic growth sprint

Choose a small number of high-impact actions. Momentum beats an oversized SEO backlog that never ships.

WEEK 1**Measure the gap**

- ☐ Export Search Console queries and pages.
- ☐ Identify high-impression pages with weak CTR.
- ☐ List priority categories and top-margin products.

WEEK 2**Fix commercial pages**

- ☐ Rewrite one priority category page.
- ☐ Improve titles, descriptions and internal links.
- ☐ Validate Product and Organization structured data.

WEEK 3**Build the demand bridge**

- ☐ Create two genuinely helpful intent-led resources.
- ☐ Link each resource to the most relevant commercial page.
- ☐ Add expert review and responsible sourcing.

WEEK 4**Strengthen authority**

- ☐ Map relevant publications, associations and partners.
- ☐ Create one link-worthy asset or data story.
- ☐ Begin targeted, personalised outreach.

THE SPRINT RULE

Every task must connect to one of three outcomes: more qualified impressions, a higher click-through rate, or more conversions from organic visitors.

WORKSHEET

Build your Organic Demand Map

Use this page to connect a real search need to the right page and the right next action.

SEARCH NEED	INTENT	BEST PAGE	NEXT ACTION
e.g. "best [product type] for..."	Learn / compare / buy	Guide / category / product	Create / improve / link / promote

PRIORITISATION QUESTION

Which single page could capture the most qualified demand if it became clearer, more useful and more authoritative?

QUICK REFERENCE

The minimum viable ecommerce SEO stack

Use this as a practical benchmark, not a box-ticking exercise.

1

SEARCH CONSOLE

Verified property, sitemap submitted, indexing issues monitored, query and page performance reviewed.

2

CRAWLABLE ARCHITECTURE

Clear links from navigation to categories, subcategories and products. Important pages should not depend only on filters or site search.

3

STRUCTURED DATA

Valid Product / ProductGroup and Organization markup where appropriate, with accurate price, availability, shipping and policy information.

4

PAGE EXPERIENCE

Mobile-friendly layouts and good real-world loading, responsiveness and visual stability.

5

CONTENT SYSTEM

Distinct category and product copy, expert-reviewed educational resources and deliberate internal linking.

6

AUTHORITY SYSTEM

Relevant digital PR, partnerships and editorial mentions that strengthen topical credibility.

CAMPAIGN NOTES

Policy-safer promotion framework

Use the lead magnet as a truthful B2B SEO resource. Do not use coded misspellings, misleading redirects or a landing page that contradicts the ad.

META-FACING AD + LANDING PAGE

- Say “regulated wellness ecommerce” or “restricted-acquisition brands.”
- Focus on traffic, discoverability and SEO - not the products themselves.
- Avoid product imagery, consumption imagery, medical claims and “you are...” personal-attribute phrasing.
- Keep the landing page consistent with the ad.

EMAIL / SALES FOLLOW-UP

- Segment people who opt in based on business type or stated needs.
- Use more category-specific language only where lawful and appropriate.
- Offer a diagnostic or opportunity map, not promises of guaranteed rankings.
- Maintain responsible claims and market-specific legal review.

Suggested ad copy

PRIMARY TEXT

Paid acquisition is not equally predictable in every ecommerce category. Use this free 10-minute diagnostic to uncover the SEO gaps limiting qualified organic traffic.

HEADLINE

The Organic Visibility Playbook

- Google Ads Help: Unapproved pharmaceuticals and supplements advertising policy.
- Google Search Central: Ecommerce SEO best practices, structured data and site architecture.
- Google Search Central: Search Console performance reporting and Core Web Vitals.

Policy requirements and enforcement can change.
This is marketing guidance, not legal advice or a guarantee of ad approval.

NEXT STEP

TURN YOUR SCORE INTO ORGANIC GROWTH PLAN

Odys helps ambitious brands identify overlooked search demand, strengthen commercial pages and build the authority needed to compete in difficult markets.

REQUEST A BLUE OCEAN SEO OPPORTUNITY MAP

See where qualified organic demand is being missed and which pages deserve attention first.

- ✓ Priority demand gaps
- ✓ Commercial page opportunities
- ✓ Technical and authority blockers

VISIT ODYS.GLOBAL

Strategy and implementation availability may vary by market and category.