

Dispensary E-Commerce Report Card

<https://stokd.ca/>

Scanned 2026-07-04T22:07:02.127404Z

B

82.5 / 100

Weighted across 7 categories

Where to start

The five fixes below would move this score the most, in order of impact.

1. Loyalty platform

Launch a loyalty program — AlpinelQ and Springbig lead the cannabis space. Repeat customers drive the majority of dispensary revenue; points + SMS/email win-backs are the retention engine.

Worth up to +5.3 points on the overall score

2. Dedicated review platform

Add a product review platform (Judge.me, Stamped, Yotpo) or enable your platform's native reviews. Reviews lift conversion AND feed Google fresh product content.

Worth up to +3.3 points on the overall score

3. Individual product pages discoverable

Google can't discover individual product URLs. Ensure every product has its own page on YOUR domain and that those pages are listed in your XML sitemap.

Worth up to +2.1 points on the overall score

4. Abandoned cart / post-purchase capability

Set up abandoned-cart and post-purchase flows (Klaviyo, or AutomateWoo on WooCommerce). One-time setup that recovers revenue on autopilot.

Worth up to +1.3 points on the overall score

5. Clean URLs on product pages

Use readable product URLs like /product/blue-dream-3-5g instead of IDs or query strings. This is a permalink setting in most platforms.

Worth up to +1.3 points on the overall score

SEO Fundamentals

96/100 · grade A · weight 18%

●	Title tag (25–70 chars)	3.0/3
"Cannabis Dispensaries In Scarborough & Niagara Falls Stok'd Cannabis" (70 chars)		
●	Meta description (70–165 chars)	3.0/3
161 chars		
●	Canonical URL	2.0/2
https://stokd.ca/		
🟡	Open Graph (title/description/image)	2.0/3
2/3 tags found: og:title, og:description		
How to fix: Add Open Graph tags (og:title, og:description, og:image). Your SEO plugin has fields for these. Without them, links shared by text or social show as a bare URL with no image.		
●	Twitter Card	1.0/1
summary_large_image		
●	Product structured data (Schema.org)	6.0/6
found		
●	robots.txt accessible	2.0/2
found		
●	sitemap.xml accessible	3.0/3
found		
●	Viewport meta (mobile)	2.0/2
set		

E-commerce & Platform

80/100 · grade B · weight 17%

●	E-commerce platform tier (S): WooCommerce Top-tier: same-domain product pages, full SEO benefit.	25.0/25
●	Searchable terpene taxonomy detected 7 terpenes: myrcene, limonene, pinene, caryophyllene, linalool, humulene, + 1 more — strong differentiation signal	3.0/3
●	Minor cannabinoid mentions/filters found: CBN, CBG	2.0/2
○	Individual product pages discoverable no product URLs discovered How to fix: Google can't discover individual product URLs. Ensure every product has its own page on YOUR domain and that those pages are listed in your XML sitemap.	0.0/5
○	Clean URLs on product pages no product URLs to evaluate How to fix: Use readable product URLs like /product/blue-dream-3-5g instead of IDs or query strings. This is a permalink setting in most platforms.	0.0/3
●	Served over HTTPS yes	2.0/2

Analytics & Tracking

100/100 · grade A · weight 10%

- **Google Analytics 4** 5.0/5
GA4 properties: G-30QFVHMP14
- **Google Tag Manager** 3.0/3
GTM containers: GTM-5ZNL9RS7
- i **Google Search Console connection** info
couldn't verify from the site's HTML. GSC is often connected via DNS, Google Analytics, or Tag Manager, which isn't publicly visible — so no points are deducted. Action: confirm in Search Console that this site is verified and receiving data.
- i **Meta (Facebook) Pixel** info
not detected (informational — not scored)
- i **TikTok Pixel** info
not detected (informational — not scored)

Email Marketing

100/100 · grade A · weight 17%

- **Newsletter capture form present** 5.0/5
form found
- **Email service provider quality** 20.0/20
Klaviyo (best-in-class)

Loyalty Program

33/100 · grade F · weight 8%

- **Loyalty platform** 5.0/15
Custom/branded loyalty page found — platform unknown
How to fix: Launch a loyalty program — AlpinelQ and Springbig lead the cannabis space. Repeat customers drive the majority of dispensary revenue; points + SMS/email win-backs are the retention engine.

Retention & Reviews

20/100 · grade F · weight 10%

Abandoned cart / post-purchase capability	3.0/5
Klaviyo detected — flows available (verify they're enabled)	
How to fix: Set up abandoned-cart and post-purchase flows (Klaviyo, or AutomateWoo on WooCommerce). One-time setup that recovers revenue on autopilot.	
Dedicated review platform	0.0/5
no dedicated review platform — likely missing post-purchase review requests	
How to fix: Add a product review platform (Judge.me, Stamped, Yotpo) or enable your platform's native reviews. Reviews lift conversion AND feed Google fresh product content.	
Google Reviews social proof on site	0.0/2
no Google Reviews widget	
WooCommerce native reviews fallback	0.0/3
absent	

Local Search & Google Business Profile

100/100 · grade A · weight 20%

- **Google reviews / Maps embedded on website**

Maps embed

5.0/5

- **Per-store landing pages present on site**

8 unique location links found on homepage

5.0/5

- **Business found on Google Maps**

Stok'd Cannabis | Scarborough Kingston Rd | Cannabis Store — 2408 Kingston Rd, Scarborough, ON M1N 1V2, Canada

15.0/15

- **GBP profile completeness (phone/address/website/hours)**

complete

35.0/35

- **GBP has photos (≥10)**

10 photos returned (Places API caps at 10 — actual count may be higher)

10.0/10

- **Rating ≥4.0 with ≥25 reviews**

4.8/5 over 136 reviews

10.0/10

- **Recent review activity (within ~90 days)**

active review stream

5.0/5

- i Owner replies to reviews**

Cannot detect reliably via Places API. Check manually: log into your GBP and aim for ≥50% reply rate on recent reviews.

info

- **GBP website link is HTTPS + matches scanned domain**

matches (https://stokd.ca/locations/scarborough/cliffside-cannabis-dispensary/?utm_source=google&utm_medium=gbp&utm_campaign=cliffside)

5.0/5

- **UTM parameters on GBP website link**

UTM tracking present (attribution traceable)

5.0/5

- **Multi-store GBP deep links to specific store**

GBP links to [/locations/scarborough/cliffside-cannabis-dispensary](https://stokd.ca/locations/scarborough/cliffside-cannabis-dispensary) — appears to be a store-specific page

5.0/5

Notes & recommendations

- POS system: not determinable from public HTML. This site uses Breadstack, whose WordPress plugin uses 'cova'-prefixed file names and JS globals (cova_wc_params, Cova_WC_FRONT_SWATCH, cova-woo-swatches-frontend.js, etc.) regardless of which POS the merchant actually runs. The actual POS (Cova, Greenline headless, Tymber, etc.) is configured server-side and is not visible to a public crawl.

Detected stack

WooCommerce, Breadstack

POS not determinable (Breadstack frontend; backend POS hidden)

Klaviyo

GA4, GTM

Heatmap.com, Ahrefs Analytics

WordPress, Rank Math

Run your own report at dispensarystack.com