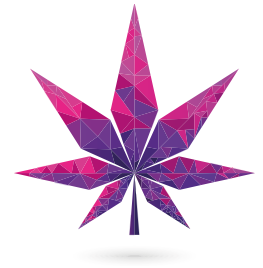


Writing about CBD in the UK?



How to create compliant content.

There are some strict guidelines about what you can and can't cover when it comes to the topic of CBD. We're here to let you know what's fine to write about, and areas where you'll need to tread carefully.

Compliance is important. If you're writing for a CBD seller that is a member of the Cannabis Trades Association, they come down hard on members that don't follow their stringently enforced compliance requirements. And in terms of the law, CBD sellers operating in the UK market must adhere to the guidelines set out by the Medicines and Healthcare Products Regulatory Agency (MHRA) who is responsible for ensuring that medicines work and are acceptably safe. Additionally, any topics that are covered must be legal as per the Misuse of Drugs Act 1971.

Here's our list of do's and don'ts. The do's are pretty straightforward, and any decent SEO writer should have these nailed down. But for CBD, the list of don'ts is a lot longer – and if you're new to writing about CBD, you might find a couple of surprises here.

Do –

- Write content that's completely unique. You want to add value to your readers, so provide them with useful, good quality content that's not available anywhere else.
- Offer an engaging read. Dull, dry facts are just that – dull and dry. They're not going to engage your readers and you'll lose a great opportunity to create interest, and drive conversions.
- Optimise for SEO. This means that you want to cover the basics, use the focus keyword in the title, at least 1 subtitle, and in the body of the text - usually in the first paragraph and the last. Then use synonyms throughout the article and use heading mark-up. And don't forget to optimise your image labels as well.

Don't –

- Make any medical claims. Medical claims or inferences are not permitted because CBD is sold legally as a food supplement only. This means that you cannot make medical claims or suggest its use as a treatment without a licence. It is permissible to refer to the product's ability to support and/or maintain health and wellness.
- Refer to the product as 'organic' if it's not certified organic. Many companies label their CBD products as 'organic' when, in fact, they are not. In order to market a product as 'organic', it needs to have been certified by an authorised third-party lab.
- Recommend CBD usage for pets. Under the guidelines set by the Veterinary Medicines Directorate (VMD), it is no longer legal to buy or dispense CBD for pets without a prescription.
- Suggest that CBD isolate be added to food products. As per the restrictions set out by the Novel Food Regulation, CBD sellers cannot suggest the use of CBD isolate in oral products.
- Include reviews from customers that contain medical claims. If customers leave reviews on the website that feature medicinal claims, they cannot be published.

