



Case study

Organic traffic rose 24% during the partnership

E11EVEN Miami

October 14, 2026

E11EVEN Miami is a major nightlife venue with global brand recognition. Growth Friday worked to expand non-branded search reach through SEO, content and PR [S1].

+24% organic traffic

Reported increase since the partnership began; exact comparison dates not stated [S1].

25 Top 3 keywords

Keywords reported in Google's Top 3 positions [S1].

83 Top 100 keywords

Keywords reported in Google's Top 100 [S1].

The challenge

The brand attracted name searches but had room to grow for broader nightlife and event terms while protecting its luxury position [S1].

The connected strategy

Growth Friday combined local and national optimization, media outreach and seasonal event content [S1].

- Improved technical, mobile and on-page SEO for nightlife searches.
- Published event pages and guides for peak Miami periods.
- Earned lifestyle, travel and entertainment media links.

The results

The article also describes seasonal content reaching Top 5 results and a visibility-share figure of 17.32%. It does not provide the partnership dates, booking count or revenue attributed to search [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/11miami>

Source and measurement

[S1] Growth Friday, 'E11EVEN Miami: Dominating nightlife search rankings, driving 24% more traffic.' Accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there unless specifically stated. PDF prepared October 14, 2026.