



Case study

Google Web search clicks rose 60% across equal 180-day windows

Automated Laundry Systems

October 21, 2026

Automated Laundry Systems supplies and services commercial laundry equipment across Southern California. Its search data shows wider discovery across equipment, repair and educational pages [S1].

+60% search clicks

759 to 1,216 Google Web search clicks, first versus latest equal 180-day windows ending December 16, 2025 and October 19, 2026 [S1].

+31% impressions

184,226 to 241,915 Google Web search impressions across the same windows [S1].

The challenge

The supplier serves buyers with different needs, from equipment selection to repairs. Search presence across those journeys matters, but the supplied records do not establish which optimization tasks produced the measured change [S1].

What the evidence shows

The article documents search discovery through several page types, without a task-level delivery record or engagement start date [S1].

- The homepage led the full-window page export with 1,270 clicks.
- Equipment and repair pages also drew search clicks, including 168 to an American Dryer Corporation page and 142 to the service page.
- The latest 90 days had 521 clicks, below the preceding 90 days at 695.

The results

The longer-window gain is real in the published comparison, but recent clicks eased. The GA4 overview also lists 270 conversion events across all channels without identifying qualified enquiries or sales, so this PDF makes no sales or lead claim [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/automated-laundry-systems-organic-search-growth>

Source and measurement

[S1] Growth Friday, 'How Automated Laundry Systems grew search clicks 60%'. Accessed October 21, 2026. Results are reported in the published case study using the source data described there. Underlying client exports were not independently reviewed for this PDF. PDF prepared October 21, 2026.