



Case study

Organic traffic rose 81% during the partnership

Gold Rush Cabaret

October 14, 2026

Gold Rush Cabaret is a Miami nightlife venue. Growth Friday combined local and national search work with content and PR to increase non-branded discovery [S1].

+81% organic traffic

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

30 Top 3 keywords

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

64 Top 10 keywords

Keywords reported in Google's Top 10 positions [S1].

The challenge

The club was known by name but had weaker visibility for competitive nightlife, hospitality and event searches [S1].

The connected strategy

Growth Friday improved technical and on-page SEO, built event content and secured lifestyle-media coverage [S1].

- Optimized pages for nightlife, hospitality and event terms.
- Published event, seasonal and promotion content for Miami searches.
- Secured relevant media placements and backlinks.

The results

The page also reports organic visibility moving from 4.8% to 15.57% across tracked terms. These are visibility endpoints, separate from the 81% organic-traffic increase. Exact observation dates and revenue effects are not supplied [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/gold-rush-cabaret-driving-81-organic-traffic-growth-and-ranking-dominance>

Source and measurement

[S1] Growth Friday, 'Gold Rush Cabaret: Driving 81% organic traffic growth and ranking dominance.' 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.