



Case study

Organic visibility rose 36% in 30 days

Aeromat

October 14, 2026

Aeromat is a fitness-equipment brand. Growth Friday combined website experience, SEO content and PR to improve product discovery during a 30-day period [S1].

+36% organic visibility

Reported Google visibility increase in 30 days; baseline and measurement method not stated [S1].

Multiple Page 1 wins

Reported for relevant fitness keywords; count and observation dates not itemized [S1].

Search-feature placements

Content reported in People Also Ask and AI Overviews during the period [S1].

The challenge

Product pages underperformed, educational posts were hard to find, and the brand lacked visibility for competitive fitness searches and supporting authority signals [S1].

The connected strategy

Growth Friday revised navigation and product content while building links and editorial coverage around fitness topics [S1].

- Streamlined product navigation, filters and content hierarchy.
- Rewrote category and product pages and optimized educational posts.
- Built internal and external links and secured fitness and wellness PR placements.

The results

The article attributes faster search discovery to this combined work. It provides no traffic, lead or sales count, so the 36% result is presented only as organic visibility [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/growth-friday-improved-aeromats-organic-visibility-by-36-in-30-days>

Source and measurement

[S1] Growth Friday, 'Growth Friday improved Aeromat's organic visibility by 36% in 30 days.' 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.