



Case study

From zero to a peak of 1,477 weekly organic visits

Auto Claim Consultants

October 14, 2026

Auto Claim Consultants is an independent auto appraisal firm serving vehicle owners nationwide. Growth Friday built national search visibility around insurer-specific and diminished-value queries over 27 months [S1].

1,477 peak weekly visits

From a stated baseline of zero over 27 months; this is a peak, not an average [S1].

100 new ranking keywords

Previously unranked keywords entered active search results over 27 months [S1].

35 Top 10 keywords

Keywords reported in Google's Top 10 after the 27-month engagement [S1].

The challenge

The firm had a specialized service but virtually no organic search footprint. At the outset, the article reports zero Top 10 keywords and zero weekly organic visits [S1].

The connected strategy

Growth Friday aligned carrier-specific content, state-specific topics, technical search expansion and authority building with the firm's national service area [S1].

- Targeted searches about total-loss payouts for named insurance carriers and state-level rules.
- Expanded indexable content for diminished value and appraisal topics.
- Built authority around independent appraisal services across all 50 states.

The results

The article also reports a 54-position average improvement across tracked keywords. The zero weekly-visit baseline supports the endpoint comparison, but no percentage traffic-growth figure can be calculated from zero. Lead quality is described, with no lead count provided [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/how-auto-claim-consultants-dominated-nationwide-insurance-search-and-captured-100-new-high-intent-keywords>

Source and measurement

[S1] Growth Friday, 'How Auto Claim Consultants dominated nationwide insurance search and captured 100 new high-intent keywords.' 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.