



Case study

From 14 to 1,333 weekly organic visits

Computer Experts Corp

October 14, 2026

Computer Experts Corporation (CEC) has served Bay Area businesses and homeowners with managed IT and on-site support since 1988. Growth Friday's published case study describes how a local SEO and Google Business Profile strategy expanded its search visibility over just over two years [S1].

+9,421% organic traffic

From 14 weekly organic visits at baseline to a peak of 1,333 during an engagement of just over two years [S1].

72 new ranking keywords

Previously unranked keywords entered active search results during the engagement [S1].

23 positions gained

Average ranking improvement across tracked keywords during the engagement [S1].

The challenge

CEC's long record of IT service was not reflected in local search. At the start, the article reports zero Top 10 keywords and only 14 weekly organic visits. In the crowded Bay Area IT market, potential customers had little chance of finding the company through relevant searches [S1].

The connected strategy

Growth Friday connected local service targeting, content expansion and Google Business Profile optimization to make CEC more visible for San Jose and wider Bay Area IT searches [S1].

- Optimized the Google Business Profile and built local and industry citations.
- Linked managed IT, computer repair and network design content to targeted Bay Area locations.
- Expanded the site's indexable keyword footprint and targeted commercial and informational searches.

The results

Weekly organic visits rose from 14 to a peak of 1,333, the basis for the article's reported 9,421% increase. The article also reports weekly visits in a 400 to 1,300+ range throughout 2025 and into 2026. These figures describe visits, not a measured lead or revenue increase [S1].

CEC gained rankings for 72 previously unranked keywords, while average tracked keyword position improved by 23 spots. The published story cites page 1 results for searches including 'bay area computer repair' and 'it support for business bay area.' Those rankings are reported observations, with no exact measurement date supplied [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/how-computer-experts-corp-went-from-invisible-to-in-demand-and-grew-organic-traffic>

Source and measurement

[S1] Growth Friday, 'How Computer Experts Corp went from invisible to in-demand and grew organic traffic by 9,421%,' accessed October 14, 2026. Results are reported in the published case study. Underlying analytics, exact reporting dates and measurement methodology were not provided there. PDF prepared October 14, 2026.