



Case study

Active website users grew 256% in twelve months

Entrapeer

October 14, 2026

Entrapeer connects enterprises with emerging technologies. Growth Friday coordinated national SEO, PR, backlinks and website experience over twelve months [S1].

+256% active website users

Reported increase over twelve months; this is a website-user metric, not paid platform subscriptions [S1].

15 to 21 Domain Authority

Reported score increase of 40% over twelve months [S1].

6,000 to 14,000 backlinks

Reported relevant backlink count increase over twelve months [S1].

The challenge

The platform had limited rankings and a thin backlink profile, with a reported Domain Authority score of 15 at the start [S1].

The connected strategy

Growth Friday built topic clusters around innovation and technology scouting, earned industry links and clarified site navigation [S1].

- Optimized content hubs for competitive national searches.
- Secured placements in industry-relevant publications.
- Improved navigation and content structure for enterprise visitors.

The results

The article also reports 36 tracked keywords in the Top 100, six in the Top 20 and four in the Top 10. It does not provide a paid-user, retention or revenue measure [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/how-entrapeer-grew-active-users-by-256>

Source and measurement

[S1] Growth Friday, 'How entrapeer grew active users by +256% in 12 months via our Growth 360 strategy.' 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.