



Case study

31 tracked keywords reached the Top 10

Club Chef

October 14, 2026

Club Chef sells chef apparel and tools in Australia. Growth Friday improved product search coverage through national SEO, content and PR [S1].

31 Top 10 keywords

Of 59 tracked keywords, 31 ranked in Google's Top 10 within months [S1].

21 Top 3 keywords

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

59 tracked keywords

Tracked keyword set in Google; this is a coverage count, not traffic growth [S1].

The challenge

The brand had recognition but limited visibility for product-specific terms, weak backlinks and little active content or PR support [S1].

The connected strategy

Growth Friday improved site structure and product keyword clusters, then added buyer content, citations and earned-media support [S1].

- Optimized metadata, schema and internal structure for chef apparel and tools.
- Developed product and buyer-guide content for relevant searches.
- Built Australian retail citations and secured media placements.

The results

The published article also reports a seven-point lift in key category-page rankings and appearances in sitelinks, Local Pack and AI Overview features. It does not supply an attributable revenue figure [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/how-growth-friday-helped-club-chef-dominate-rankings-and-build-digital-authority>

Source and measurement

[S1] Growth Friday, 'How Growth Friday helped Club Chef dominate rankings and build digital authority.' 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.