GROWTH FRIDAY

Case study

Organic traffic grew 2,422% from baseline to peak

Intrepid Escape Rooms

October 14, 2026

Intrepid Escape Rooms is an immersive entertainment venue in Tustin, California. Growth Friday targeted corporate groups, families and escape-room enthusiasts through local search over 36 months [S1].

+2,422% organic traffic

From 647 weekly visits at baseline to a peak above 16,000 over 36 months [S1].

118 new ranking keywords

Previously unranked terms entered active search results over 36 months [S1].

44 Top 10 keywords

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

The challenge

In a crowded Orange County market, the venue needed discovery beyond word of mouth and visibility for group bookings, field trips and family entertainment searches [S1].

The connected strategy

Growth Friday built event-specific pages, targeted group and family queries, and expanded the site's relevant keyword footprint [S1].

- Optimized pages for birthdays, large groups, corporate outings and field trips.
- Targeted family and enthusiast terms such as “escape room for kids.”
- Strengthened branded and seasonal search coverage.

The results

The article also reports a 36-position average gain across tracked keywords and page 1 results for group-event searches. It describes bookings and revenue qualitatively; the traffic peak should not be read as a sustained weekly average [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/how-intrepid-escape-rooms-dominated-orange-county-entertainment-search-and-grew-traffic-by-2-422

Source and measurement

[S1] Growth Friday, 'How Intrepid Escape Rooms dominated Orange County entertainment search and grew traffic by 2,422%.' 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.