GROWTH FRIDAY

Case study

Organic traffic grew 380% over 36 months

La Mesa Flooring

October 14, 2026

La Mesa Flooring has served San Diego since 1945. Growth Friday expanded search coverage for its showrooms, residential products and commercial flooring services over 36 months [S1].

+380% organic traffic

From 159 weekly visits at baseline to a peak of 764 over 36 months [S1].

58 new ranking keywords

Previously unranked terms moved into active search results [S1].

+300% Top 10 rankings

Reported increase in Top 10 keyword rankings over the engagement [S1].

The challenge

The company's long local history was not reflected in competitive flooring searches, especially commercial and specialty services [S1].

The connected strategy

Growth Friday connected showroom location pages, service-specific content, citations and branded-search work [S1].

- Optimized pages for the La Mesa and San Marcos showroom markets.
- Targeted commercial flooring, concrete polishing and specialty product terms.
- Expanded indexable content and protected branded searches.

The results

The article also reports a 22-position average improvement across tracked keywords and Top 10 results for commercial flooring searches. Its headline calls the 380% result “visibility,” while the result card and numeric endpoints identify organic traffic; this PDF labels it traffic [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/how-la-mesa-flooring-captured-san-diego-search-traffic-and-grew-organic-visibility-by-380

Source and measurement

[S1] Growth Friday, 'How La Mesa Flooring captured San Diego search traffic and grew organic visibility by 380%.' 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.