



Case study

Website sessions grew 681% in six months

Lunafi

October 14, 2026

Lunafi provides financial-management software for freelancers and solopreneurs. Growth Friday connected national SEO, PR, links and website experience in a six-month growth program [S1].

+681% website sessions

Reported six-month increase in sessions; the article attributes this metric to Google Analytics [S1].

4 Top 3 keywords

Competitive terms in the Top 3, up from zero in six months [S1].

17 Top 10 keywords

Up from four at the start of the six-month engagement [S1].

The challenge

The startup began with little search authority, four Top 10 terms and none in the Top 3. It needed more visibility in a competitive fintech market [S1].

The connected strategy

Growth Friday built finance-focused content and search structure, gained relevant media links and improved landing-page journeys [S1].

- Mapped terms around freelancer finance, expenses and tax topics.
- Improved on-page SEO, technical structure and content hubs.
- Earned fintech coverage and simplified key conversion paths.

The results

The article says campaign performance supported investor confidence during a subsequent funding round, but provides no investor evidence or user-acquisition count. The measurable outcomes here remain sessions and rankings [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/how-lunafi-achieved-681-session-growth-in-6-months-and-top-3-rankings>

Source and measurement

[S1] Growth Friday, 'How lunafi achieved 681% session growth in 6 months and Top 3 rankings.' 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.