GROWTH FRIDAY

Case study

Organic traffic rose 1,028% from baseline to peak

Opulands Landscape Design

October 14, 2026

Opulands Landscape Design & Construction creates outdoor living spaces across the San Francisco Bay Area. Over a 36-month engagement, Growth Friday's location-led local SEO work expanded its visibility for landscaping and hardscaping searches in Silicon Valley [S1].

+1,028% organic traffic

From 32 weekly organic visits at baseline to a peak of 361 over 36 months [S1].

51 Top 10 keywords

Keywords reported in Google's Top 10 at the end of the 36-month engagement [S1].

+550% Top 10 rankings

Reported increase in the number of Top 10 keyword rankings over 36 months [S1].

The challenge

Opulands had a strong design-and-build portfolio but limited search visibility in Menlo Park, Palo Alto and Redwood City. The article reports zero Top 10 rankings in those key service areas at the start of the engagement [S1].

The connected strategy

Growth Friday linked location pages, service-specific content and citation building to searches from Bay Area homeowners planning high-value outdoor projects [S1].

- Optimized pages for specific Silicon Valley locations and built citations for the Campbell and Menlo Park offices.
- Connected paver, hardscaping and outdoor-remodel content to relevant local searches.
- Expanded the indexable footprint, bringing 72 previously unranked keywords into active search results.

The results

The article reports a rise from 32 to a peak of 361 weekly organic visits, or 1,028% baseline-to-peak growth over 36 months. It also reports 51 keywords in the Top 10 and a 550% increase in Top 10 rankings [S1].

Average tracked keyword position improved by 29 spots. The story cites #1 rankings for location-specific landscape-design searches, including Menlo Park and Los Altos. Exact ranking observation dates and lead counts are not supplied [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/how-opulands-landscape-design-transformed-their-digital-presence-and-grew-organic-traffic-by-1-028

Source and measurement

[S1] Growth Friday, 'How Opulands Landscape Design transformed their digital presence and grew organic traffic by 1,028%,' accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there. PDF prepared October 14, 2026.