



Case study

Top 10 rankings grew 300%+ in six months

Peck Law Corporation

October 14, 2026

Peck Law Corporation serves Southern California clients in elder abuse and personal injury law. Growth Friday rebuilt the website and coordinated local SEO, Google Business Profile, backlinks and digital PR over six months [S1].

300%+ Top 10 growth

Increase in Google Top 10 keyword rankings within six months; underlying counts not stated [S1].

+9.3% organic visibility

Reported gain across primary service areas within six months [S1].

#1 search rankings

Reported for multiple high-intent legal terms within six months; terms and dates not itemized [S1].

The challenge

The firm's website did not convey its reputation clearly, local visibility was limited across its service areas, citations were inconsistent, and its Google Business Profile and digital PR presence needed work [S1].

The connected strategy

Growth Friday connected a new high-trust site with geographically targeted search work and authority building [S1].

- Rebuilt the site with clearer navigation, mobile presentation, practice-area copy and consultation paths.
- Optimized local pages, corrected citations and improved Google Business Profile service information.
- Pursued relevant backlinks and distributed news releases about case work and community activity.

The results

Within six months, the published story reports 300%+ growth in Top 10 Google rankings and a 9.3% organic-visibility gain across primary service areas. It also reports #1 rankings for multiple high-intent legal searches and Top 3 local-pack placements [S1].

The article describes stronger conversion and lead quality, but supplies no conversion count, lead count or baseline. Those statements are qualitative outcomes, not a quantified acquisition result [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/how-peck-law-corporation-quadrupled-local-rankings-in-6-months-with-growth-360>

Source and measurement

[S1] Growth Friday, 'How Peck Law Corporation quadrupled local rankings in 6 months with Growth 360,' 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.