



Case study

A stronger branded-search foundation

Potomac Wealth Management

October 14, 2026

Potomac Wealth Management is an independent, fee-only registered investment advisory firm in Great Falls, Virginia. Growth Friday focused on branded search, site health and a keyword baseline in a highly competitive market [S1].

#1 branded ranking

Reported and maintained for “potomac wealth management”; exact observation dates not stated [S1].

+593% seasonal traffic

Reported traffic surge during the peak Q1 2026 financial-planning season, not a year-round average [S1].

57 tracked keywords

Relevant financial and wealth-management terms in the tracking baseline [S1].

The challenge

Search visibility was limited, and the firm needed referrals and existing clients to find its own branded result easily. It also needed a sound technical base for later non-branded growth [S1].

The connected strategy

Growth Friday protected the primary branded query, improved crawlable service architecture and established a focused set of wealth-management terms to track [S1].

- Secured the primary branded term and maintained Top 10 presence for branded variations.
- Improved indexable structure around personal wealth management and business retirement plans.
- Tracked relevant terms to establish a foundation for later content expansion.

The results

The published story frames the branded ranking as reliable discoverability for people already seeking the firm. The 593% traffic figure is seasonal; the article does not state the comparison dates, acquired-client count or assets under management attributable to this work [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/how-potomac-wealth-management-established-their-digital-foundation-in-a-highly-competitive-financial-market>

Source and measurement

[S1] Growth Friday, 'How Potomac Wealth Management established their digital foundation in a highly competitive financial market.' 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.