GROWTH FRIDAY

Case study

Organic traffic grew 251% from baseline to peak

Screen Master Plus

October 14, 2026

Screen Master Plus provides mobile window and door screen repair across Greater Los Angeles. Growth Friday strengthened neighborhood-level discovery for the service over 36 months [S1].

+251% organic traffic

From 76 weekly organic visits at baseline to a peak of 267 over 36 months [S1].

21 new ranking keywords

Previously unranked terms entered active search results [S1].

Page 1 local rankings

Reported for neighborhood screen-repair searches; exact observation dates not stated [S1].

The challenge

The mobile service covered a large area, but its website lacked local visibility. The article reports zero Top 10 keywords at the start [S1].

The connected strategy

Growth Friday joined neighborhood service pages, area citations and repair-related content to make the business easier to find across its service zones [S1].

- Targeted Studio City, Rosemead and wider Los Angeles repair searches.
- Built citations for Los Angeles, the San Gabriel Valley and the San Fernando Valley.
- Expanded content for specific repairs and common window-screen questions.

The results

The published story cites page 1 visibility for “window screen repair studio city” and “window screen repair rosemead.” It describes bookings, but gives no appointment count or conversion baseline [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/how-screen-master-plus-expanded-their-local-reach-and-grew-organic-traffic-by-251

Source and measurement

[S1] Growth Friday, 'How Screen Master Plus expanded their local reach and grew organic traffic by 251%.' 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.