GROWTH FRIDAY

Case study

Organic traffic grew 19x from baseline to peak

Slabjack Geotechnical

October 14, 2026

Slabjack Geotechnical repairs concrete across Washington and Northern Idaho. Growth Friday expanded its local search footprint across multiple markets over 36 months [S1].

19x organic traffic

Reported baseline-to-peak multiple over 36 months; weekly endpoints not supplied [S1].

45 Top 10 keywords

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

+543% Top 10 rankings

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

The challenge

The firm had a thin keyword footprint and an average ranking deep on page nine, limiting discovery for specialized services in expansion markets [S1].

The connected strategy

Growth Friday linked service-area pages, technical site structure and content for concrete repair, slabjacking and related needs [S1].

- Built location pages and citations across Washington service areas.
- Moved 145 previously unranked keywords into active search results.
- Improved paths from informational content to high-intent service pages.

The results

The published story describes visibility across several Washington markets and high-intent searches. It does not provide the traffic endpoints, analytics export or a count of qualified projects [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/how-slabjack-geotechnical-expanded-their-local-footprint-and-grew-organic-traffic-by-19x

Source and measurement

[S1] Growth Friday, 'How Slabjack Geotechnical expanded their local footprint and grew organic traffic by 19x.' 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.