GROWTH FRIDAY

Case study

Google Search impressions rose 48% after the renewed engagement

The Howley Law Firm P.C.

October 21, 2026

The New York employment and whistleblower firm returned to Growth Friday on October 5, 2025 after organic performance had declined. The renewed engagement ran through February 4, 2026 [S1].

+48% impressions

130,078 in the 30-day pre-engagement baseline to 192,325 in the final 31 days [S1].

+21% search clicks

550 to 664 Google Search clicks across the same unequal windows [S1].

7.3 positions gained

Impression-weighted average position improved from 27.2 to 19.9 [S1].

The challenge

The earlier Growth Friday engagement had ended in June 2025. By the time the firm returned, organic traffic was declining, and the brief called for a focused four-to-six-month recovery effort [S1].

The renewed engagement

Growth Friday supported the firm from October 5, 2025 to February 4, 2026. The available brief establishes the recovery objective and duration but does not list individual tactics [S1].

- The pre-engagement 30-day window recorded 130,078 impressions and 550 clicks.
- The final 31-day window recorded 192,325 impressions and 664 clicks.
- The article separates an earlier client testimonial from this 2025-26 search comparison.

The results

The reported gains are Search Console visibility and click measures, not enquiries, retained cases or revenue. The comparison periods differ by one day, so the increases describe period totals rather than normalized daily rates [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/how-the-howley-law-firm-restored-search-momentum

Source and measurement

[S1] Growth Friday, 'How The Howley Law Firm restored search momentum'. Accessed October 21, 2026. Results are reported in the published case study using the source data described there. Underlying client exports were not independently reviewed for this PDF. PDF prepared October 21, 2026.