



Case study

How The Howley Law Firm restored search momentum

The Howley Law Firm P.C.

October 20, 2026

A New York employment and whistleblower law firm returned to Growth Friday after organic search performance declined following the end of an earlier engagement. In the final 31 days of the renewed engagement, Google Search impressions were 48% higher and clicks were 21% higher than in the 30 days immediately before work resumed. [S1]

The recovery, at a glance

48% more Google Search impressions [S1]

192,325 impressions in the final 31 days of the engagement, compared with 130,078 in the 30 days immediately before it began.

21% more clicks and a 7.3-position gain [S1]

664 clicks in the final 31 days, compared with 550 in the preceding 30-day period. Average position improved from 27.2 to 19.9. Lower is better.

The client

The Howley Law Firm P.C. is a New York employment and whistleblower practice founded in 2012. The firm represents individuals in matters including employment discrimination, workplace harassment, unpaid wages, retaliation, wrongful termination, and whistleblower claims involving corporate fraud, waste, and abuse. [S2]

The challenge

The firm had previously worked with Growth Friday, but ended its engagement in June 2025. By the time it returned on October 5, organic traffic was declining. The brief called for a focused four-to-six-month engagement to recover momentum. In the 30 days immediately before the renewed work, Google Search generated 130,078 impressions and 550 clicks, with an average position of 27.2. [S1, S3]

The renewed engagement

Growth Friday supported the firm from October 5, 2025 through February 4, 2026. The available engagement brief establishes the recovery objective and period, but does not provide a task-by-task delivery log. This case study therefore reports the outcome without attributing the lift to individual tactics that are not documented in the supplied evidence. [S3]

What changed

By the final 31 days of the engagement, the site had earned 192,325 Google Search impressions and 664 clicks. Against the 30-day pre-engagement baseline, that is an increase of 62,247 impressions and 114 clicks. Average position improved by 7.3 places. These are web-search performance measures from the client-provided Google Search Console export, not lead, case, or revenue figures. [S1]

A long-term partnership

The firm's return followed earlier results with Growth Friday. In a published testimonial, founder John Howley said, "I am thrilled with the work Growth Friday has done." He also reported that first-page keyword coverage had more than tripled and qualified-lead calls increased by more than 25% within a few months. That testimonial is historical client-reported evidence and is separate from the 2025-26 Search Console comparison above. [S4]



"I am thrilled with the work Growth Friday has done"

I am thrilled with the work Growth Friday has done to increase my law firm's organic search results and to correct technical issues with our web site. In just a few months, the number of keywords for which my firm's web site ranked on the first page of Google more than tripled and the number of qualified leads calling my office increased more than 25%. It has also been a pleasure to work with Daniel and his staff. In addition to regular reports updating me on the specific work being accomplished, they regularly check in by phone and videoconference to make sure they are making progress on my specific objectives. I highly recommend them.



John Howley
The Howley Law Firm P.C.



Client-supplied testimonial card. Historical client-reported evidence, separate from the 2025-26 Search Console comparison. [S4]

Sources and measurement

[S1] Client-provided Google Search Console Performance on Search export, Web search, accessed October 20, 2026. Comparison uses the 30 days immediately before the renewed engagement, September 5 to October 4, 2025, and the final 31 days of the engagement, January 5 to February 4, 2026. Totals are summed from daily rows; average position is impression-weighted. [S2] Client business details supplied in the Howley Law Firm profile, accessed October 20, 2026. [S3] Client engagement facts supplied by Growth Friday. [S4] Growth Friday testimonial page, accessed October 20, 2026.

Client website

<https://howleylawfirm.com>