GROWTH FRIDAY

Case study

Organic traffic grew 3,794% over 36 months

The Sterling-Watson Collective

October 14, 2026

The Sterling-Watson Collective is a Los Angeles structural engineering and property development firm. Growth Friday used location and building-code content to improve discovery for its specialized services over 36 months [S1].

+3,794% organic traffic

Growth from a baseline of 51 weekly organic visits to a peak of nearly 2,000 over 36 months [S1].

28 Top 10 keywords

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

24 positions gained

Average ranking improvement across tracked keywords over 36 months [S1].

The challenge

The firm had engineering expertise and contractor relationships, but little visibility for ADU construction, balcony inspections and structural home inspections. The article describes a handful of Top 10 keywords at the start, despite using broader “zero visibility” language elsewhere [S1].

The connected strategy

Growth Friday combined neighborhood-focused pages, industry citations and content for California building-code and inspection queries [S1].

- Targeted Los Angeles neighborhoods with service and location pages.
- Built content around SB326, SB721, Civil Code 5551 and structural-inspection searches.
- Expanded search coverage, moving 56 previously unranked keywords into active results.

The results

The published story reports 3,794% organic-traffic growth from baseline to peak over 36 months, from 51 weekly visits to nearly 2,000. The peak is not presented as a sustained weekly average [S1].

It also reports 28 Top 10 keywords and a 24-position average improvement across tracked keywords. The article describes high-intent engineering leads but does not provide a lead count or exact ranking observation date [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/how-the-sterling-watson-collective-dominated-local-engineering-search-and-grew-traffic-by-3-794

Source and measurement

[S1] Growth Friday, 'How The Sterling-Watson Collective dominated local engineering search and grew traffic by 3,794%,' accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there. PDF prepared October 14, 2026.