GROWTH FRIDAY

Case study

Google Web search impressions rose 9.4x from the first to latest 30 days

LilyFête

October 21, 2026

Brooklyn floral studio LilyFête designs for events, brand activations and workshops. Search discovery expanded across the studio homepage and event-planning articles [S1].

9.4x impressions

436 to 4,092 Google Web search impressions, May 5 to June 3 versus September 20 to October 19, 2026 [S1].

2.3x search clicks

37 to 84 Google Web search clicks across the same equal 30-day windows [S1].

4,707 prior impressions

The immediately preceding 30 days had more impressions than the latest 30 days, which recorded 4,092 [S1].

The challenge

Prospective buyers can find the studio through florist, venue, workshop and event-planning searches. These journeys have different commercial intent, so more exposure alone does not establish more bookings [S1].

What the evidence shows

The article reports search and landing-page outcomes, but its supplied files do not identify the exact content, technical or outreach tasks performed [S1].

- The homepage received 180 clicks over the full export.
- A corporate event branding article drew 52 clicks and an NYC venue guide drew 18.
- The latest 30 days were below the immediately preceding 30 days on both impressions and clicks.

The results

The first-to-latest comparison shows a much larger search footprint, while the recent period shows a dip. GA4 lists one Organic Search conversion across January 1 to October 21, but does not identify it as a qualified inquiry or confirmed booking [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/lilyfete-search-visibility-growth

Source and measurement

[S1] Growth Friday, 'How LilyFête grew Google Search visibility 9.4x'. 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.