GROWTH FRIDAY

Case study

Search impressions rose 9.8x while clicks held steady

Radiant Ritual

October 21, 2026

Radiant Ritual is a boutique day spa in Temecula. Google began showing its site more often for local skincare, waxing and spray-tanning searches [S1].

9.8x impressions

317 to 3,110 Google Web search impressions, July 7 to August 5 versus September 20 to October 19, 2026 [S1].

10 to 10 clicks

Google Web search clicks were unchanged across the same two 30-day windows [S1].

5,010 impressions

Google Web search impressions across the full July 7 to October 19, 2026 export [S1].

The challenge

A small local spa needs to appear for several treatment-specific searches. The first 30 days had only 317 impressions and 10 clicks, making the size of the starting base important context [S1].

What the evidence shows

The article documents search exposure for the homepage and treatment pages, but does not specify optimization tasks or delivery dates [S1].

- Custom facial and spray-tanning pages appeared in the search export.
- The latest equal 30-day period added 2,793 impressions over the first.
- Search clicks stayed at 10 in each comparison period.

The results

This is an early visibility result, not evidence of more appointments. GA4 reports zero tracked conversions in the supplied overview, and no booked-appointment or revenue report establishes a business outcome [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/radiant-ritual-search-visibility-temecula

Source and measurement

[S1] Growth Friday, 'How Radiant Ritual grew Google Search visibility 9.8x in Temecula'. 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.