GROWTH FRIDAY

Case study

Google Web search clicks rose 16.4x across equal 30-day windows

Specialty Focused Radiology

October 21, 2026

Specialty Focused Radiology provides subspecialty teleradiology for healthcare organizations. Its wider search reach largely came through educational imaging articles [S1].

16.4x search clicks

199 to 3,268 Google Web search clicks, January 1 to 30 versus September 20 to October 19, 2026 [S1].

12.1x impressions

41,620 to 504,985 Google Web search impressions across the same windows [S1].

14,716 total clicks

Google Web search clicks across the full January 1 to October 19, 2026 export [S1].

The challenge

The website serves healthcare buyers evaluating a radiology partner and readers seeking general imaging information. Reach among the latter group does not by itself show qualified demand [S1].

What the evidence shows

The article documents the search outcome and landing pages, but provides no task-level log of individual content, technical or outreach work [S1].

- A chest X-ray comparison article received 8,767 clicks, about 60% of the full-period search total.
- Other imaging articles drew substantial visits; specialist service pages had lower click volumes.
- GA4 Organic Search sessions rose from 289 in January to 4,643 in September, using different calendar windows and definitions.

The results

The visibility gain is concentrated in educational content. The supplied GA4 export records zero tracked conversions and no CRM outcome, so the article does not establish qualified leads, contracts, revenue or return on investment [S1].

See the full story

Read Growth Friday's published case study: https://www.growthfriday.com/showcase/specialty-focused-radiology-organic-search-growth

Source and measurement

[S1] Growth Friday, 'How Specialty Focused Radiology grew Google Search clicks 16.4x'. 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.