foundinseo™

Built and run by 1Digital
PART OF THE 1DIGITAL FAMILY

SEO CASE STUDY · PRECISION RIFLE RETAILER

Clicks more than *doubled*

A specialist precision rifle store grew Google clicks by 119% year over year and tripled its top 3 rankings.

+119% more Google clicks, Aug-Oct 2026 vs Aug-Oct 2025 (12,874 to 28,140)

13,010
clicks in Oct 2026, 2.6 times Oct 2025

2 → 6
tracked keywords in Google's top 3

25 of 27
tracked keywords now ranking, up from 20

+65%
more impressions in the same three months

THE CHALLENGE

Precision rifle buyers know exactly what they want and search by model and build. The store already ranked on page one for many terms, but few were in the top 3 positions, where most of the clicks go.

Google clicks, Aug to Oct

Aug-Oct 2025	12,874
Aug-Oct 2026	**28,140**

Source: Google Search Console, the client's own site.

WHAT WE DID

- Tracked 27 target keywords every week in Found in SEO, focusing on those just short of the top 3.
- Strengthened product and category pages with the specifications buyers search for.
- Improved technical SEO and internal links to push near-miss pages up the results.

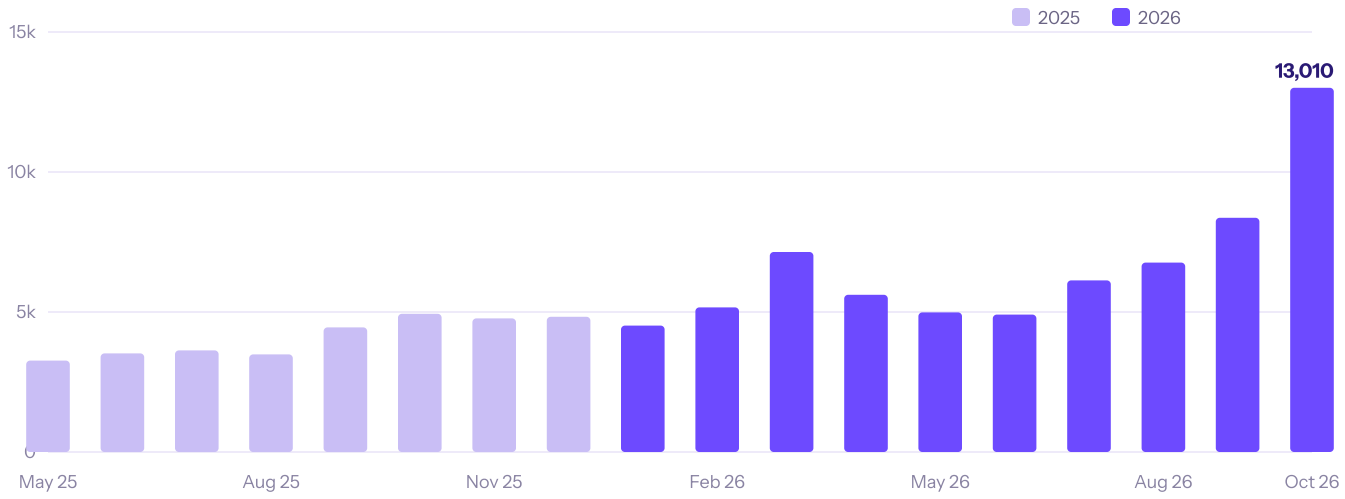
THE RESULT

Tracked keywords in the top 3 tripled from 2 to 6, and 25 of 27 now rank. Clicks from Aug to Oct 2026 were 119% ahead of the same months in 2025, and October 2026 brought 13,010 clicks against 4,939 a year earlier.

Measured with Found in SEO and Google Search Console. Rankings: Found in SEO, Oct 2024 to Nov 2026. Clicks: Search Console, May 2025 to Oct 2026. Client name withheld at the client's request. Results vary by industry, competition and starting point.

Found in SEO is a 1Digital tool. Our team ran this campaign.
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18 MONTHS OF GOOGLE CLICKS



Monthly clicks from Google Search Console. October 2026 was the best month in the 18 months measured.

TIMELINE

OCT 2024
Found in SEO tracking begins on 27 keywords. 2 in the top 3.

MAR 2026
7,142 clicks, a new monthly high at the time.

SEP 2026
8,363 clicks, 88% more than September 2025.

OCT 2026
Best month in the 18 months measured: 13,010 clicks.

NOV 2026
6 keywords in the top 3, 25 of 27 ranking.

TRACKED KEYWORDS, THEN AND NOW

GOOGLE POSITION	FIRST CHECK	NOW
Top 3	2	**6**
Page one (top 10)	16	**18**
Ranking in the top 100	20	**25**
Not ranking	7	**2**

27 keywords tracked weekly in Found in SEO, latest check Nov 1, 2026.

HOW WE MEASURED

- Rankings: weekly Google position checks in Found in SEO on a fixed list of 27 keywords chosen at the start.
- Clicks and impressions: Google Search Console for the client's own site.
- Year-over-year comparisons use the same months in each year.
- Client name and keywords withheld. All figures are real and rounded, never adjusted.

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