

NETWORK ELITES

How Organic Search Visibility Accelerated in Six Months

SEO case study | January-June 2026

Network Elites is a Dallas-area managed IT services and cybersecurity provider. From January through June 2026, the website expanded its Google visibility, attracted substantially more new users, and generated its strongest month for measurable organic key events.

+274%
ORGANIC SESSIONS
January to June

+1,144%
GOOGLE SEARCH CLICKS
January to June

+207%
SEARCH IMPRESSIONS
January to June

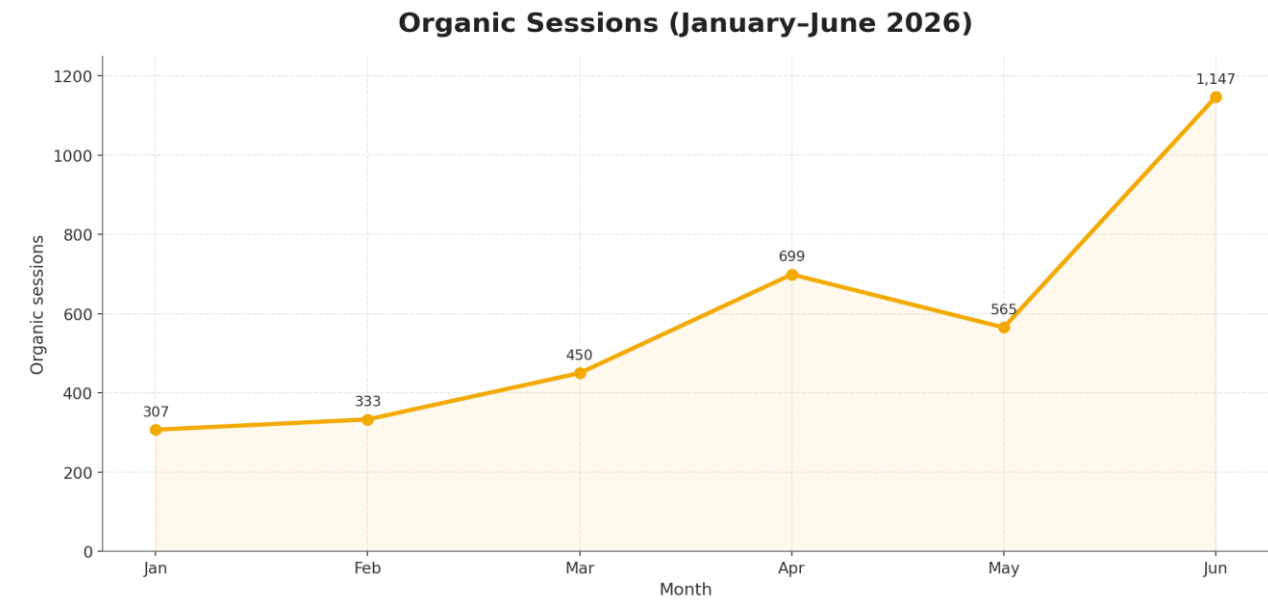
Prepared by SEO Rank Media

Data sources: Google Analytics 4 and Google Search Console

RESULTS AT A GLANCE

More visibility, more visitors, and more measurable actions

Organic search performance improved sharply across the six-month period. The clearest gains were in traffic volume, new-user acquisition, Google Search clicks, search impressions, and absolute key events.



Organic sessions increased from 307 in January to 1,147 in June, a 273.6% gain.

Q2 substantially outperformed Q1

Metric	Q1	Q2	Growth
Organic sessions	1,090	2,411	+121%
Total organic users	766	2,192	+186%
Google Search clicks	503	2,505	+398%
Search impressions	179,213	322,869	+80%
Organic key events	34	49	+44%

The biggest month came at the end of the period

June produced 1,147 organic sessions, 1,530 Google Search clicks, 129,701 impressions, and 23 organic key events - the highest absolute key-event total in the six-month window.

CAMPAIGN FRAMEWORK

The strategy was built around relevance, discoverability, and measurement

The work focused on helping Google and prospective buyers more clearly understand what Network Elites offers, where it operates, and how visitors can take action.

1 Technical foundation

Improve crawlability, site structure, metadata, and internal pathways so important service pages are easier to discover and understand.

3 Content alignment

Expand and refine useful service-focused content so the website can match a broader range of searches without relying only on branded demand.

2 Service and local relevance

Strengthen signals around managed IT, cybersecurity, Dallas-area service coverage, and other high-intent commercial topics.

4 Conversion measurement

Use GA4 and Search Console to connect organic visibility with sessions, chats, phone clicks, forms, and landing-page performance.

Where the growth appeared

New-user acquisition: New organic users grew from 204 in January to 1,058 in June (+419%).

Homepage momentum: Organic homepage sessions rose from 149 to 1,053, and the homepage produced 17 key events in June.

Broader commercial discovery: June clicks appeared for searches such as "network security services dallas," "cybersecurity services dallas," "network security consulting," and "network security company."

More direct contact actions: Chat starts increased 79% from Q1 to Q2, while organic phone-number clicks increased 160%.

Why this matters

The growth was not limited to pageviews. More potential buyers found Network Elites through Google, more first-time visitors reached the site, and more users initiated chats or clicked the phone number.

BUSINESS IMPACT

A stronger organic acquisition channel for a competitive MSP market

In six months, Network Elites moved from a modest organic traffic base to a much larger search footprint. The website entered June with more than three times the impressions, more than twelve times the clicks, and nearly five times the new users recorded in January.

FINDABILITY

Google surfaced Network Elites for a wider range of brand, local, managed IT, and cybersecurity searches.

ACQUISITION

Organic traffic was increasingly driven by new visitors, expanding the pool of prospective customers.

ACTION

June delivered the highest number of measurable organic key events, led by chats and phone clicks.

The next opportunity

The next phase is to turn the expanded visibility into an even larger and more consistent lead pipeline. Priority areas include strengthening non-branded service-page performance, improving form-completion volume, and continuing to build durable visibility for high-intent managed IT and cybersecurity searches.

"Outstanding work you have been doing for Network Elites... I feel confident recommending others explore working with you as well."

Ayman Omar | Owner, Network Elites

RESULTS SUMMARY

Six-month organic growth summary

The clearest wins were in reach, acquisition, Google Search clicks, and measurable contact actions from organic search.

Metric	January	June	Change
Organic sessions	307	1,147	+273.6%
New users	204	1,058	+418.6%
Google Search clicks	123	1,530	+1,143.9%
Search impressions	42,308	129,701	+206.6%
Google Search CTR	0.29%	1.18%	+305.9%
Organic key events	0	23	Newly measurable

Final readout

Network Elites expanded from a modest organic traffic base into a much larger search footprint over the six-month period, with June delivering the strongest absolute organic key-event total.

Methodology

GA4 Organic Search channel data and Google Search Console performance data, January 1-June 30, 2026.

Prepared by SEO Rank Media

Data sources: Google Analytics 4 and Google Search Console

Result: Real Visibility. Real Foot
Traffic.

Questions?

Schedule a call with SEO Rank
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