



CASE STUDY: How Eagle Point Grew a Customer's Daily Website Traffic 236% After a Search-Ready Rebuild

Website strategy, content, technical visibility, and measurement | July 2026

The Opportunity

[Energy Direct](#) helps Texas households understand electricity plans, switching options, fees, and provider choices. The original website carried that expertise, but a small searchable footprint, thin priority pages, and inconsistent technical signals limited how easily customers and search systems could discover it.

Eagle Point Publishing provided a complete search-ready website rebuild. The engagement combined customer-focused content, technical search improvements, local visibility work, structured data, internal linking, and analytics so the new site could be measured from launch.

The EPP Business Outcome

Eagle Point Publishing organizes its work around three goals: make businesses more money, save businesses money, and save businesses time. This engagement was part of the Make Businesses More Money business line because it focused on expanding discovery, attracting more visitors, and building a stronger path to future customer growth.

What Eagle Point Publishing Delivered

The work treated the website as a connected visibility system, not a cosmetic redesign. Content, technical structure, local discovery, and measurement were rebuilt around the questions prospective customers ask before choosing an electricity provider or advisor.

Customer-centered architecture. Pages were organized around Texas cities, plan questions, fees, switching decisions, and service options customers actually research.

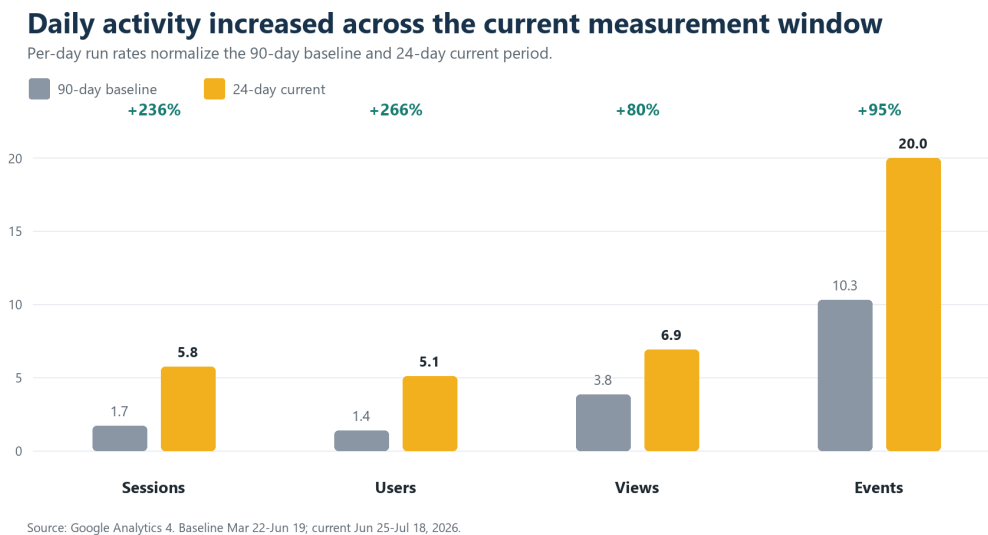
Deeper priority content. Four important pages that previously contained only 209 to 408 words were rebuilt to exceed 1,000 visible words each, giving readers more complete answers in plain language.

Stronger search signals. Titles, internal links, sitemap coverage, and indexable content were aligned so search engines could discover and understand the expanded site more efficiently.

Clearer machine-readable context. Organization, WebSite, LocalBusiness, and FAQ structured data were added to the key pages each type describes.

Measurement from launch. Google Analytics 4 was used to compare daily performance before and after the rebuild and distinguish audience growth from individual interaction events.

A Larger Daily Audience



Traffic increased across every primary GA4 activity measure. Organic Search sessions increased from 0.46 to 0.88 per day, a 92% gain, while the largest gains in sessions and users showed that the site was reaching a meaningfully larger daily audience.

The Outcome

Energy Direct finished the engagement with a faster-growing audience and a much stronger visibility foundation. The site now gives prospective customers more complete answers and gives search engines clearer, broader, and better-connected information to evaluate.

Visibility area	Before	After the rebuild
Searchable footprint	12 priority pages carried most commercial content	84 URLs in the sitemap; 17 pages appearing in search results
Priority-page depth	Four sampled pages contained 209 to 408 words	Each of those four pages now exceeds 1,000 visible words
Structured data	Core organization and website context was incomplete	Organization, WebSite, LocalBusiness, and FAQ markup on key pages
Local discovery	Absent from the commercial map-pack tests in the first audit	Present in five provider-category local-pack tests

What This Demonstrates

Useful content and technical structure work best together. The growth came from aligning customer questions, site architecture, search signals, local context, and measurement around one business goal.

Early traffic gains can arrive before rankings fully mature. The first 24 measured days produced a larger audience and nearly twice as many Organic Search sessions per day while the expanded page set continued moving through the index.

A rebuild should leave a business with an asset, not just a new look. Energy Direct now owns a broader library of useful pages and a cleaner technical foundation that can keep improving through indexing, reviews, citations, and earned links.

From Website Rebuild to Growth Foundation

Energy Direct's engagement shows what a business can gain when its website is rebuilt around customer questions, local relevance, technical clarity, and measurable performance. The result is more than a better-looking site: it is a broader, more useful digital asset with early evidence of stronger audience growth.

Eagle Point Publishing helps businesses turn underperforming websites into practical growth systems. We bring strategy, content, technical execution, local visibility, and measurement into one accountable engagement so every improvement supports a clear business outcome.

Build a stronger path from visibility to customers. [Start with Eagle Point Publishing.](#)

Sources: Google Analytics 4; matched visibility audits dated June 17 and July 19, 2026; live website and sitemap verification. Results reflect an early 24-day post-launch measurement window and may continue to change.