CASE STUDY · SEO + GEO

Maya's Brigadeiro: 43% more Google clicks and 2.5x more AI impressions in the first month

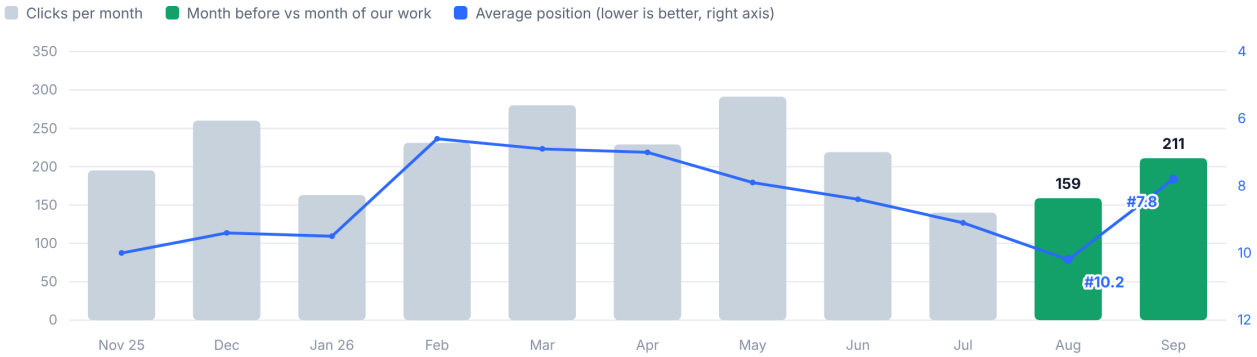
Los Angeles Brazilian sweets shop on Shopify. In September 2026 we fixed broken URLs with redirects and rewrote titles and meta descriptions, without changing the design. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Maya's Brigadeiro	Los Angeles, USA	Shopify	Technical SEO + GEO cleanup	brazilliansweets.com

Google clicks	Non-brand search clicks	Average Google position	Google AI feature impressions
211 from 148	**45** from 24	**7.8** from 10.2	**1,949** from 787
+43%	+88%	2.4 spots higher	2.5x in one month

Clicks and position bounced back in the month of our cleanup

Monthly Google organic clicks and average position, November 2025 to September 2026



More product searches now find the store

Google impressions, 1 to 29 Aug vs 1 to 29 Sep 2026

SEARCH QUERY	AUG	SEP	CHANGE
bis chocolate	25	**241**	9.6x
brazilian pastries	38	**351**	9.2x
polvilho	191	**992**	5.2x
polvilho azedo	142	**717**	5x
brigadeiro recipe variations	0	**58**	new

SAME PERIOD, WHOLE SITE

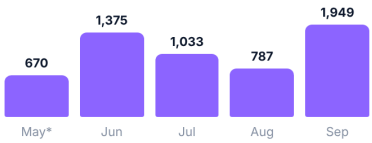
- Total clicks 148 → 211 (+43%)
- Impressions 7.65K → 12.5K (+63%)
- Avg position 10.2 → 7.8

GEO: the blog is feeding Google's AI answers

Impressions in AI Overviews and AI Mode, from Search Console's Generative AI report

71

pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Brigadeiro vs truffles (blog)	2,067
Homepage	1,373
Polvilho azedo vs doce (blog)	456
Brazilian pastries guide (blog)	377
Shop page	279

What we did

01 — Fixed broken URLs
Found the 404 pages in Search Console and sent each one to the right live page with redirects.

02 — Rewrote SEO tags
Cleaned up titles and meta descriptions across the store, built around what people actually search.

03 — Zero design changes
Only safe technical fields were touched, so the store looked and worked the same for customers.

04 — Clear reporting
Every fix tracked in a shared sheet with status, plus Search Console checks after the changes.

WiX Solution

Source: Google Search Console (web search), pulled 2 Oct 2026. Keyword counts = queries with an average position of 10 or better / 3 or better.
Site: brazilliansweets.com (Search Console data starts 11 Oct 2025). Comparison: 1 to 29 Aug 2026 vs 1 to 29 Sep 2026. *AI feature data in Search Console starts 18 May 2026.

CASE STUDY · TECHNICAL SEO + GEO · SHOPIFY

Maya's Brigadeiro: 43% more Google clicks and 2.5x more AI impressions in the first month

Client Maya's Brigadeiro · **Market** Los Angeles, USA · **Platform** Shopify · **Service** Technical SEO + GEO · **Website** brazilliansweets.com

Handmade Brazilian sweets shop in Sherman Oaks, Los Angeles, featured in The Infatuation, Refinery29 and LAist, selling in store and shipping across the US. In September 2026 we fixed broken URLs with redirects and rewrote titles and meta descriptions, without changing the design. Every result below comes from Google Search Console.

01 Project brief and objective

Maya's Brigadeiro makes handmade brigadeiros and desserts, "Born in Brazil. Made in LA." Search Console showed broken URLs returning 404 errors, and the store's titles and meta descriptions were not built around what people search. From 1 to 29 August 2026 the site earned 148 Google clicks at an average position of 10.2.

OBJECTIVE The brief: fix the technical SEO fast, without touching the design, so the store looked and worked exactly the same for customers.

02 Technical workflow and methodology

STEP 01
Fixed broken URLs
Found the 404 pages in Search Console and sent each one to the right live page with redirects.

STEP 02
Rewrote SEO tags
Cleaned up titles and meta descriptions across the store, built around what people actually search.

STEP 03
Zero design changes
Touched only safe technical fields, so the store looked and worked the same for customers.

STEP 04
Clear reporting
Tracked every fix in a shared sheet with its status, then checked Search Console after the changes.

Technical checklist, measured 10 November 2026

Technical SEO audit	85 URLs crawled · 85/85 self-canonical · 84 pages indexed · 40 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 10.2 → 7.8
On-page SEO	85/85 pages with a title · 84 unique titles · 80/85 meta descriptions
Structured data and entity SEO	JSON-LD on 85 pages · LocalBusiness, Organization, Person, Article · 9 sameAs profiles · 13 valid Product snippets · 16 valid Merchant listings
Core Web Vitals	Field data tracked in Search Console
Internal linking	20 internal links per page · Key pages linked from 85 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

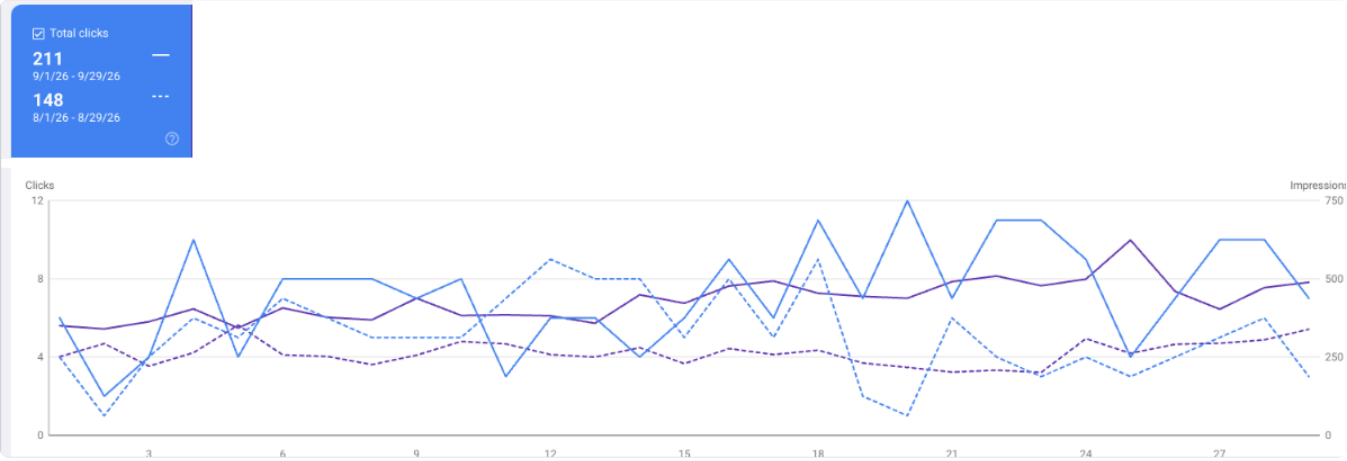
03 Tools used

Google Search Console | Shopify SEO settings and URL redirects | Google Sheets

04 Measurable outcomes

Search Console, 1 to 29 Aug 2026 vs 1 to 29 Sep 2026 (one month of work).

- **211 Google clicks**, up from 148 (+43%). Impressions grew from 7.65K to 12.5K (+63%).
- **45 non-brand clicks**, up from 24 (+88%).
- **Average position improved from 10.2 to 7.8** (2.4 spots higher).
- **Product searches took off:** "polvilho" impressions 191 → 992 (5.2x), "polvilho azedo" 142 → 717 (5x), "brazilian pastries" 38 → 351 (9.2x), "bis chocolate" 25 → 241 (9.6x).
- **1,949 AI feature impressions** in September, up from 787 in August (2.5x). The "Brigadeiro vs truffles" blog post is the page Google's AI shows most.



Search Console, captured 10 November 2026: 1 to 29 Sep 2026 (solid) vs 1 to 29 Aug 2026 (dashed). Clicks 211 vs 148.

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Indexed pages Search Console		**84**	
HTTPS URLs 0 non-HTTPS		**40**	

Source: Google Search Console (web search), pulled 2 October 2026. Comparison 1 to 29 Aug 2026 vs 1 to 29 Sep 2026 (one month of work). Keyword counts are queries with an average position of 10 or better; top 3 means 3 or better. AI feature data in Search Console starts 18 May 2026. Technical checklist and screenshot: crawl of the live site and Search Console on 10 November 2026. Search Console can revise older figures slightly after the first pull.

WIX SOLUTION

Prepared by WiX Solution, SEO and AI search agency. More case studies: wixsolution.com/case-studies