CASE STUDY · SEO + GEO

Industry Makeup Academy: average position from #55 to #18 and 3.7x more keywords on page 1

Makeup school in Atlanta. Course pages, local titles and helpful articles moved key "makeup class near me" searches from page 7 to the top 5. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Industry Makeup Academy	Atlanta, Georgia, USA	Wix	SEO + GEO	ima-atlanta.com

Average Google position
18.0 from 54.6
37 spots higher

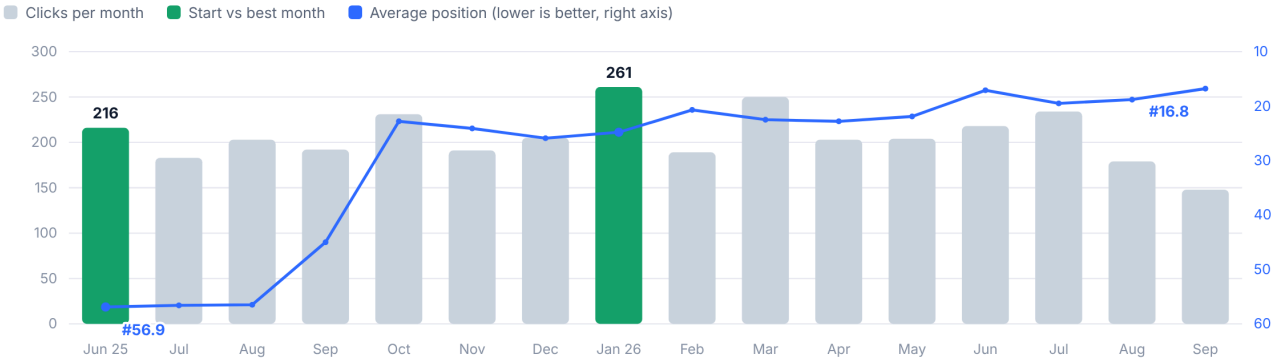
Keywords on page 1 (top 10)
319 from 87
3.7x

Keywords in Google top 3
60 from 32
+88%

Google AI feature impressions
3,552
46 pages shown

Average position jumped from #57 to about #20

Monthly Google organic clicks and average position, Jun 2025 to Sep 2026



Big ranking jumps on course searches

Average Google position, Jun to Sep 2025 vs Jun to Sep 2026

SEARCH QUERY	2025	2026	SPOTS UP
makeup class near me	66.3	**3.1**	+63
make up lessons near me	69.5	**4**	+66
school for makeup artist	73	**8.9**	+64
private makeup classes near me	86.5	**13.7**	+73
best schools for makeup	84.4	**16.2**	+68

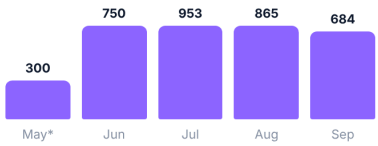
SAME PERIOD, WHOLE SITE

- Clicks steady at about 780
- "makeup academy" clicks 3 → 7
- "makeup school near me" position 70.9 → 27.5

GEO: course pages shown in Google's AI answers

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

46
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	1,227
Personal makeup classes	771
Allergy season makeup (blog)	359
Programs and fees	306
1-on-1 makeup lesson	261

SEO + GEO work behind the results

01 Course pages
Pages for programs, fees and personal classes built around what students search.

02 Local titles
Titles like "Makeup School in Atlanta | Georgia" for local searches.

03 Helpful articles
Blog posts such as makeup for allergy season that AI answers now show.

04 Business markup
LocalBusiness details so Google ties the academy to Atlanta.

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: ima-atlanta.com. Comparison: 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026. *AI feature data in Search Console starts 18 May 2026.

CASE STUDY · SEO + GEO · WIX

Industry Makeup Academy: Average position from #55 to #18 and 3.7x more keywords on page 1

Client Industry Makeup Academy · **Market** Atlanta, Georgia, USA · **Platform** Wix · **Service** SEO + GEO · **Website** ima-atlanta.com

Atlanta makeup school with 17+ years and 2,000+ artists trained, offering pro programs, online courses and personal makeup classes. Course pages, local titles and helpful articles moved key "makeup class near me" searches from page 7 to the top 5. Every result below comes from Google Search Console.

01 Project brief and objective

From 1 June to 29 September 2025 the academy's site averaged position 54.6, on page 6, with 87 keywords on page 1. Future students searching "makeup class near me" (66.3) or "make up lessons near me" (69.5) found it on page 7.

OBJECTIVE Rank the academy's programs and personal classes for the local searches future students use.

02 Technical workflow and methodology

STEP 01
Course pages
Built pages for programs, fees and personal classes around what students search.

STEP 02
Local titles
Wrote titles like "Makeup School in Atlanta | Georgia" for local searches.

STEP 03
Helpful articles
Optimized blog posts, such as makeup for allergy season, that AI answers now show.

STEP 04
Business markup
Added LocalBusiness details so Google ties the academy to Atlanta.

Technical checklist, measured 10 November 2026

Technical SEO audit	95 URLs crawled · 95/95 self-canonical · 27 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 53.9 → 18 · 319 keywords on page 1 · 60 keywords in Google top 3
On-page SEO	95/95 pages with a title · 95 unique titles
Structured data and entity SEO	JSON-LD on 61 pages · Organization, BlogPosting, Person, Product · 2 valid Product snippets
Core Web Vitals	Field data tracked in Search Console
Internal linking	21 internal links per page · Key pages linked from 95 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

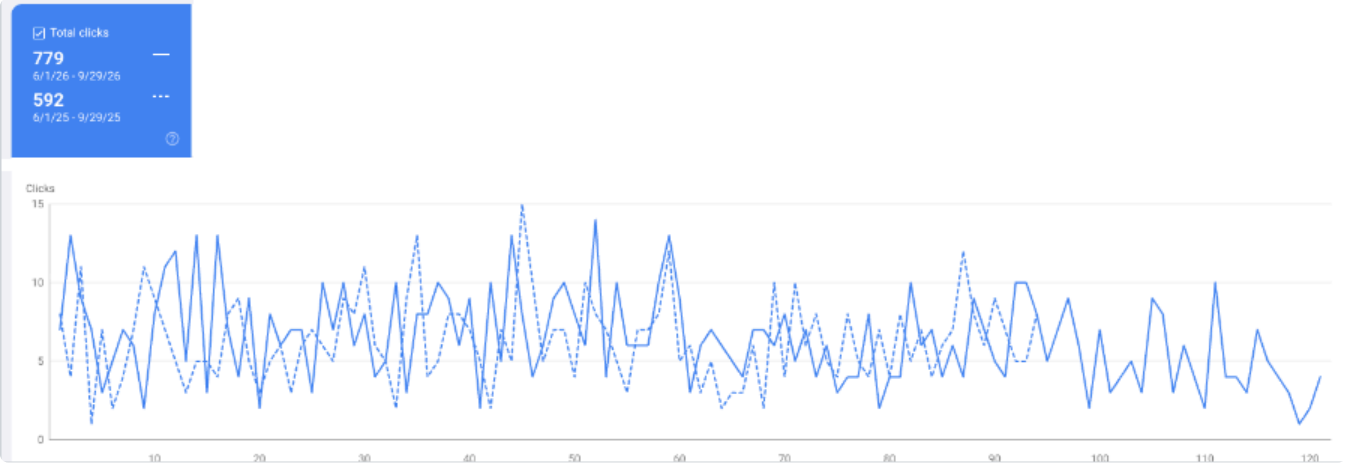
03 Tools used

Google Search Console · Wix SEO settings · JSON-LD structured data

04 Measurable outcomes

Search Console, 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026.

- **Average position improved from 54.6 to 18.0** (37 spots higher).
- **319 keywords on page 1**, up from 87 (3.7x), and 60 in the top 3, up from 32 (+88%).
- **"Near me" searches reached the top 5:** "makeup class near me" 66.3 → 3.1, "make up lessons near me" 69.5 → 4.
- **More big jumps:** "private makeup classes near me" 86.5 → 13.7, "best schools for makeup" 84.4 → 16.2, "makeup school near me" 70.9 → 27.5.
- **Clicks steady at about 780** while rankings climbed.
- **3,552 impressions in Google's AI features** since 18 May 2026, across 46 pages. The personal makeup classes page draws 771.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 779 vs 592.

Technical health

MEASURE	BEFORE	AFTER	CHANGE
HTTPS URLs 0 non-HTTPS		**27**	

Source: Google Search Console (web search), pulled 2 October 2026. Comparison 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026. 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:
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