CASE STUDY · SEO + GEO

Tex Threads Apparel: 62% more Google clicks and 2x more keywords on page 1

Custom embroidery and screen printing company in Texas. State-wide keyword targeting and service pages pushed key Texas searches from page 9 up to pages 1 to 3. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Tex Threads Apparel	Texas, USA	Wix	SEO + GEO	texthreadsapparel.com

Google organic clicks
144 from 89
+62%

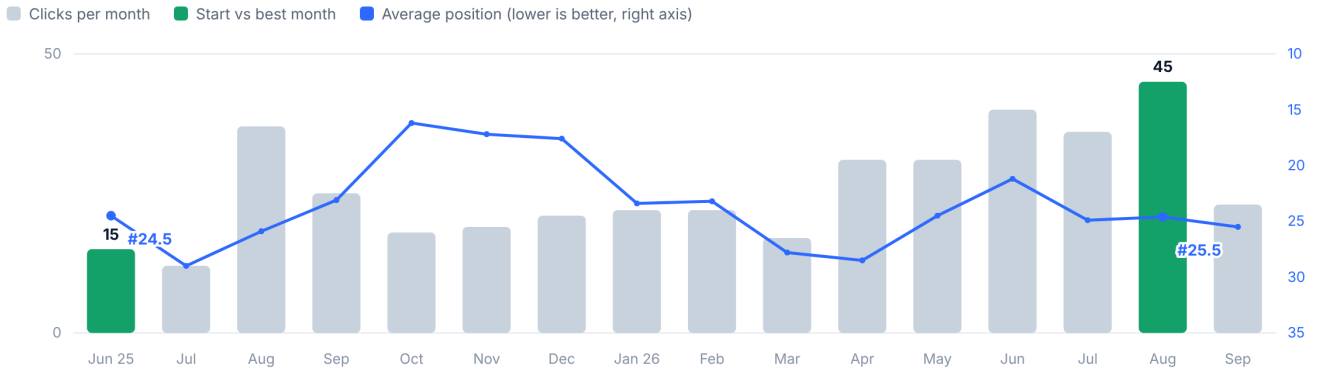
Search impressions
9.24K from 2.98K
3.1x

Keywords on page 1 (top 10)
108 from 54
2x

Google AI feature impressions
200
7 pages shown

Clicks and impressions grew through 2026

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



Ranking jumps on Texas searches

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

SEARCH QUERY	2025	2026	SPOTS UP
embroidery texas	91	25	+66
screen printing texas	84.5	24.1	+60
texas screen printers	64.2	23.2	+41
screen printing and embroidery companies in texas	50.3	10	+40

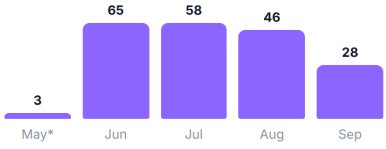
SAME PERIOD, WHOLE SITE

- "embroidery near me" position 15.7 → 9.0
- Impressions 2.98K → 9.24K
- Clicks 89 → 144

GEO: early presence in Google's AI answers

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

7
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	108
About page	46
Print on demand	39
Custom embroidery services	26

SEO + GEO work behind the results

01 Texas-wide targeting
Titles like "Custom Embroidery & Screen Printing Texas" to win state-wide searches.

02 Service pages
Pages for custom embroidery, screen printing and print on demand.

03 Business markup
LocalBusiness, Organization and Place details for Google and AI tools.

04 Monthly tracking
Search Console reviewed to grow searches sitting on pages 2 and 3.

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: texthreadsapparel.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

Tex Threads Apparel: 62% more Google clicks and 2x more keywords on page 1

Client Tex Threads Apparel · **Market** Texas, USA · **Platform** Wix · **Service** SEO + GEO · **Website** texthreadsapparel.com

Veteran-owned custom apparel shop in Central Texas, serving Killeen, Harker Heights and Temple, offering embroidery, screen printing and print on demand. State-wide keyword targeting and service pages pushed key Texas searches from pages 6 to 10 up to pages 1 to 3. Every result below comes from Google Search Console.

01 Project brief and objective

Tex Threads Apparel produces everything locally, with fast turnaround. From 1 June to 29 September 2025 its site had 54 keywords on page 1 and 2.98K impressions. State-wide searches like "embroidery texas" (position 91) and "screen printing texas" (84.5) left it on pages 10 and 9.

OBJECTIVE Compete for customers across Texas, not only nearby, for embroidery, screen printing and print on demand.

02 Technical workflow and methodology

STEP 01
Texas-wide targeting
Wrote titles like "Custom Embroidery & Screen Printing Texas" to win state-wide searches.

STEP 02
Service pages
Built pages for custom embroidery, screen printing and print on demand.

STEP 03
Business markup
Added LocalBusiness, Organization and Place details for Google and AI tools.

STEP 04
Monthly tracking
Reviewed Search Console to grow searches sitting on pages 2 and 3.

Technical checklist, measured 10 November 2026

Technical SEO audit	32 URLs crawled · 32/32 self-canonical · 9 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 25.9 → 23.9 · 108 keywords on page 1
On-page SEO	32/32 pages with a title · 90% of images with alt text
Structured data and entity SEO	JSON-LD on 22 pages · Offer, Product, LocalBusiness, Organization · 4 sameAs profiles
Core Web Vitals	Field data tracked in Search Console
Internal linking	10 internal links per page · Key pages linked from 32 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

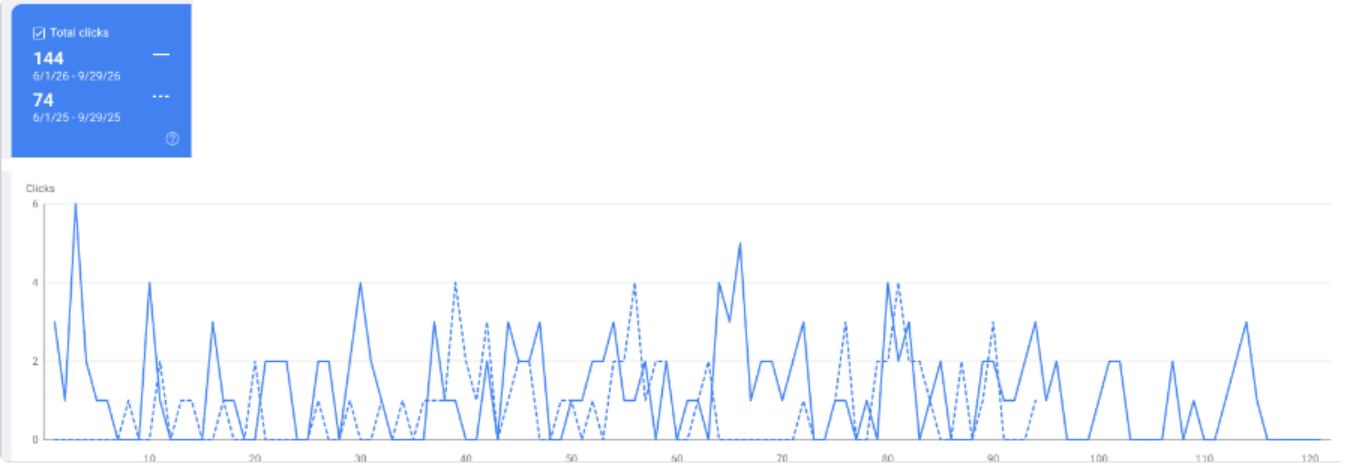
03 Tools used

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.

- **144 Google clicks**, up from 89 (+62%). Impressions grew from 2.98K to 9.24K (3.1x).
- **108 keywords on page 1**, double the 54 before.
- **Texas searches jumped:** "embroidery texas" 91 → 25, "screen printing texas" 84.5 → 24.1, "screen printing and embroidery companies in texas" 50.3 → 10.
- **"embroidery near me" reached page 1**, from 15.7 to 9.0.
- **200 impressions in Google's AI features** since 18 May 2026, across 7 pages.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 144 vs 74.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	80	**95**	▲19%
Google impressions	2.89K	**6.58K**	▲2.3x

Technical health

MEASURE	BEFORE	AFTER	CHANGE
HTTPS URLs 0 non-HTTPS		**9**	

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: wixsolution.com/case-studies