CASE STUDY · SEO + GEO

InFocus Workshops: 4.5x more keywords in the top 3 and 4,400+ AI impressions

Videography and social media video courses in Melbourne, Sydney and Brisbane. City course pages, FAQ and product schema moved course searches from page 6 up to the top 10. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
InFocus Workshops	Melbourne, Sydney & Brisbane, Australia	Wix	SEO + GEO	infocusworkshops.com

Keywords in Google top 3
135 from 30
4.5x

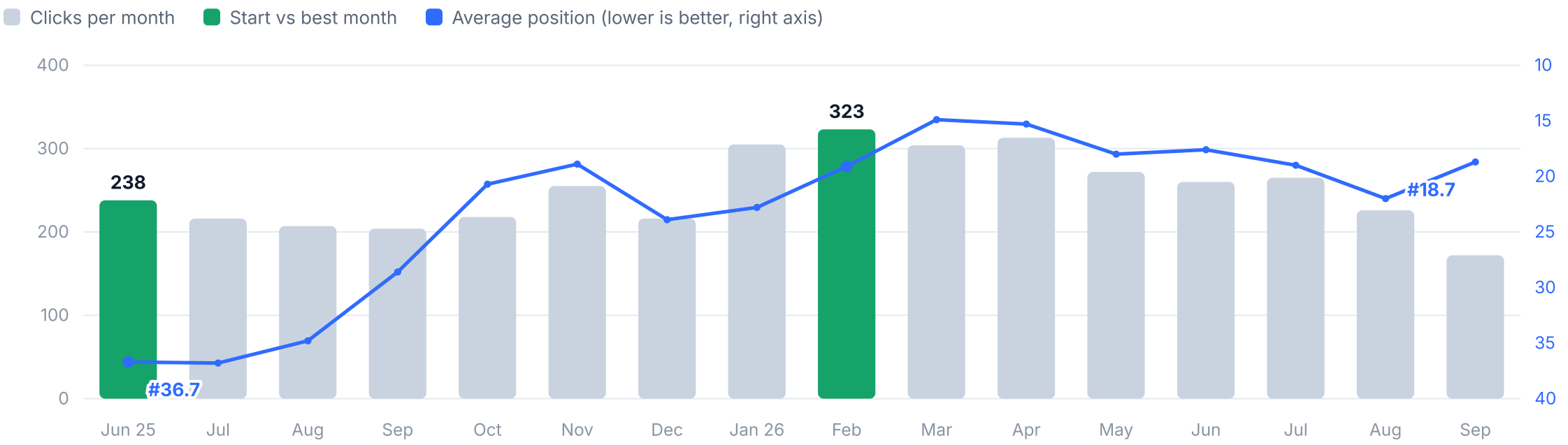
Keywords on page 1 (top 10)
396 from 156
2.5x

Average Google position
19.3 from 34.9
16 spots higher

Google AI feature impressions
4,407
38 pages shown

Average position rose from #37 to under #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
film making courses	63.8	**8.2**	+56
content creator courses	55.5	**7.5**	+48
content creation course	56.7	**12**	+45
videography sydney	75.2	**20.7**	+54
melbourne videography	97.2	**26.6**	+71

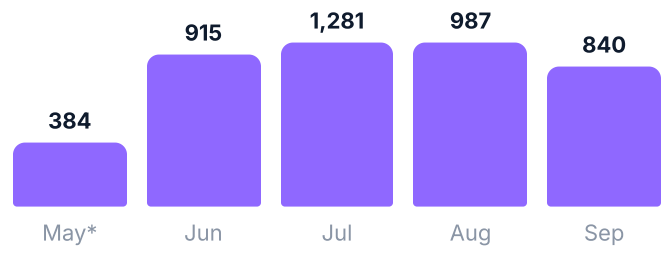
SAME PERIOD, WHOLE SITE

Clicks 858 → 923 | "videography course" clicks 12 → 23 | "content creation course" clicks 0 → 12

GEO: city course pages shown in Google's AI answers

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

38
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Melbourne videography course	854
Homepage	686
Sydney videography course	674
Social media video course Sydney	430
Brisbane videography course	420

SEO + GEO work behind the results

01
City course pages
Separate pages for Melbourne, Sydney and Brisbane courses.

02
Rich schema
FAQ, product, rating and LocalBusiness markup so Google and AI tools can show course details.

03
Course-led titles
Titles like "One Day Videography Course | Filming & Editing".

04
New course topics
Pages for social media video and content creation courses.

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: infocusworkshops.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.