CASE STUDY · SEO + GEO

Kanzlei Stiller: 3.3x more Google clicks and 10x more keywords on page 1

Employment law firm in Bonn. German-language legal guides, a LegalService profile and clear practice pages took the site from page 3 to page 2 on average and made its guides a source for Google's AI answers. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Kanzlei Stiller	Bonn, Germany	Wix	SEO + GEO	arbeitsrecht-stiller.de

Google organic clicks
241 from 73
3.3x

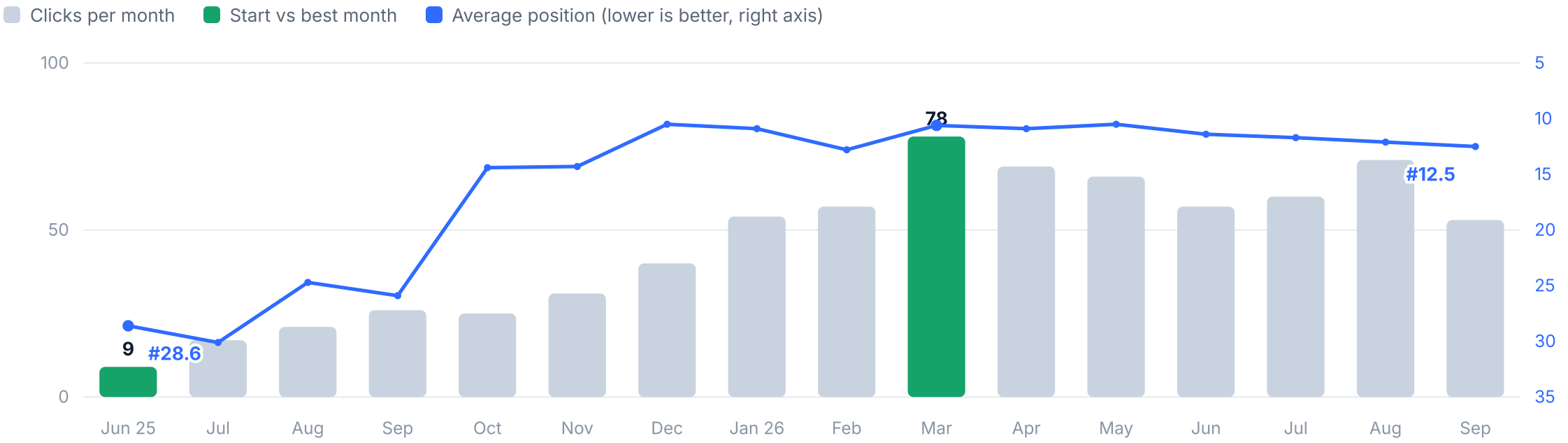
Keywords on page 1 (top 10)
151 from 14
10x

Average Google position
11.8 from 27.4
16 spots higher

Google AI feature impressions
2,844
14 pages shown

Average position rose from #29 to #12

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



Ranking jumps on employment law searches

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

SEARCH QUERY	2025	2026	SPOTS UP
überstunden verjährung	58	**11.2**	+47
verfallen überstunden	40.4	**12.5**	+28
kündigung bonn	49.5	**22.4**	+27
überstunden verfallen	42.2	**15.8**	+26
dürfen überstunden verfallen	40.8	**16.6**	+24

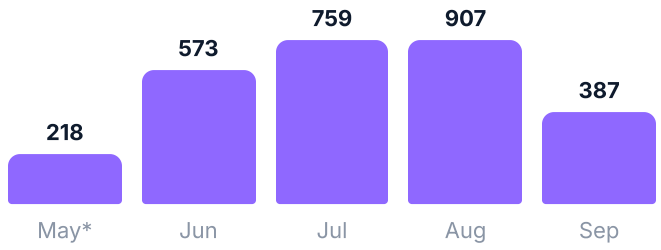
SAME PERIOD, WHOLE SITE

Top 3 keywords 10 → 45 | Impressions 13.6K → 25.4K | CTR 0.5% → 0.9%

GEO: legal guides quoted in Google's AI answers

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

14
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

"Zeit statt Geld" guide	1,338
Overtime pay and expiry guide	958
Homepage	229
Practice areas	86
Dismissal protection	76

SEO + GEO work behind the results

01
Legal guides
In-depth German articles on overtime, "Zeit statt Geld" and dismissal, written to answer real questions.

02
LegalService schema
LegalService, Organization and location markup so Google knows the firm and its area.

03
Practice pages
Clear pages for each practice area such as dismissal protection.

04
Local titles
Titles like "Ihre Kanzlei für Arbeitsrecht in Bonn" for local searches.

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: arbeitsrecht-stiller.de. Comparison: 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026. *AI feature data in Search Console starts 18 May 2026.