CASE STUDY · SEO + GEO

# TNT Design Build: 58% more Google clicks and 84 keywords in the top 3

Windows, doors and sunroom company for luxury homes in North Texas. Clear service pages and keyword-led titles took average position from page 3 to the edge of page 1. Below are real numbers from Google Search Console.

| Client | Market | Platform | Service | Website |
|---|---|---|---|---|
| TNT Design Build | Dallas-Fort Worth, Texas, USA | Wix | SEO + GEO | tntdesignbuild.com |

Google organic clicks

**193** from 122

+58%

Keywords on page 1 (top 10)

**153** from 9

17x

Average Google position

**10.2** from 24.8

15 spots higher

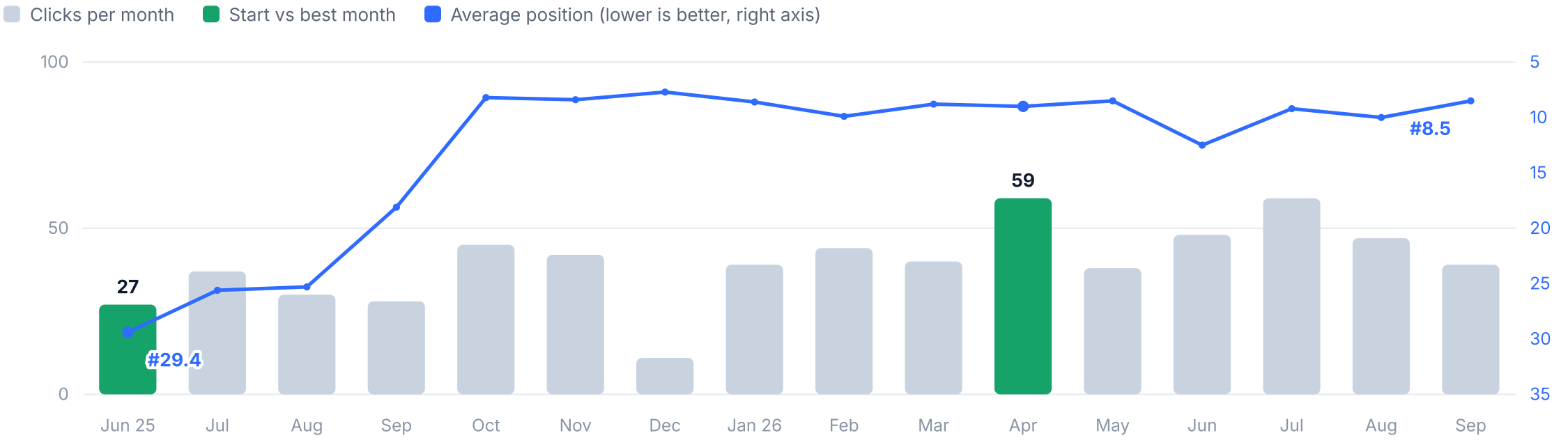
Google AI feature impressions

**170**

since May 2026

## Average position mostly on page 1 since October 2025

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




## New #1 rankings on service searches

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

| SEARCH QUERY | 2025 | 2026 | CHANGE |
|---|---|---|---|
| window installation | – | 1.0 | new #1 |
| sliding glass door repair | – | 1.0 | new #1 |
| sunroom designs celina | – | 1.0 | new #1 |

SAME PERIOD, WHOLE SITE

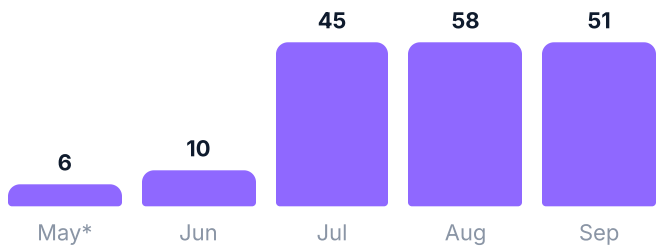
Top 3 keywords 1 → 84 | CTR 4.4% → 5.7% | Avg position 24.8 → 10.2

## GEO: early presence in Google's AI answers

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

**170**

impressions in Google AI features so far




PAGES GOOGLE'S AI SHOWS MOST

Homepage 170

## SEO + GEO work behind the results

**01 Keyword-led titles**

Titles like "Modern Windows & Doors for Luxury Homes" that match buyer searches.

**02 Service pages**

Pages for window installation, door repair and sunroom design.

**03 Local targeting**

Content for North Texas towns such as Celina and Carrollton.

**04 Business markup**

LocalBusiness and Organization details so Google ties the brand to the area.

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: tntdesignbuild.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.