CASE STUDY · SEO + GEO

Ostomy 101: 21,900+ impressions in Google's AI answers and average position from #27 to #15

Nonprofit ostomy resource that helps people find free supplies, support and product guides. Clear resource pages made the site a regular source in Google's AI answers for ostomy questions. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Ostomy 101	USA (nonprofit)	Wix	SEO + GEO	ostomy101.com

Average Google position

15.0 from 26.9

12 spots higher

Keywords on page 1 (top 10)

337 from 239

+41%

Clicks for "free ostomy supplies near me"

93 from 54

+72%

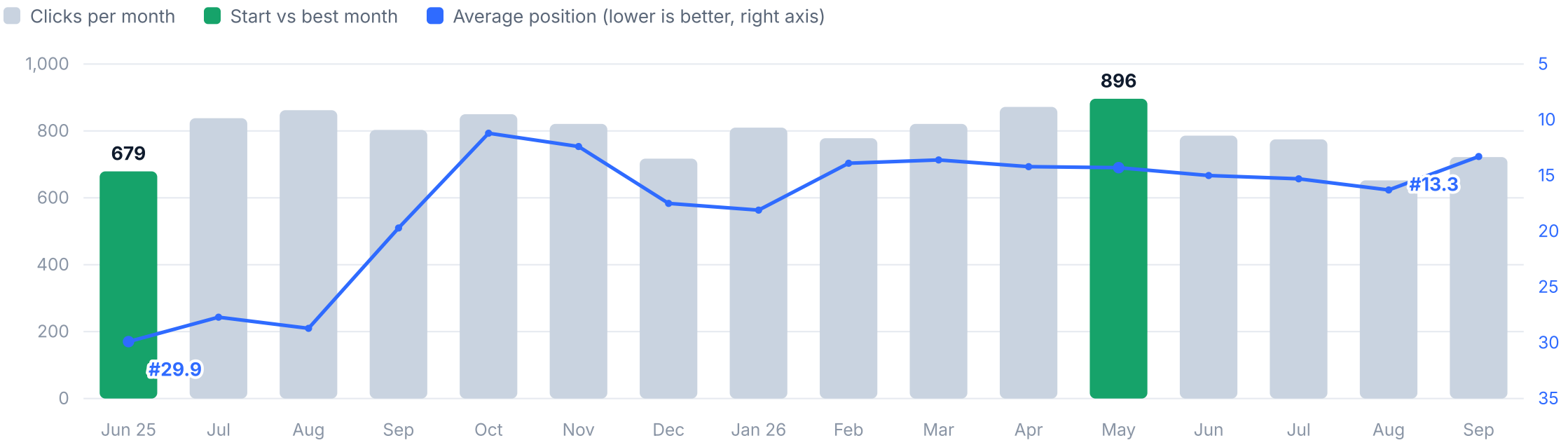
Google AI feature impressions

21,910

30 pages shown

Steady 700 to 900 clicks a month while position improved

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



Big ranking jumps on ostomy searches

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

SEARCH QUERY	2025	2026	SPOTS UP
ostomy belt for women	61.9	**7.7**	+54
ostomy care at home	91.5	**34.9**	+57
ostomy supplies online	58	**18.1**	+40
ostomy nurse	50.7	**17.2**	+34
ostomy support groups	39.5	**7.6**	+32

SAME PERIOD, WHOLE SITE

"ostomy support groups" clicks 0 → 13

"ostomy belts and wraps" clicks 2 → 18

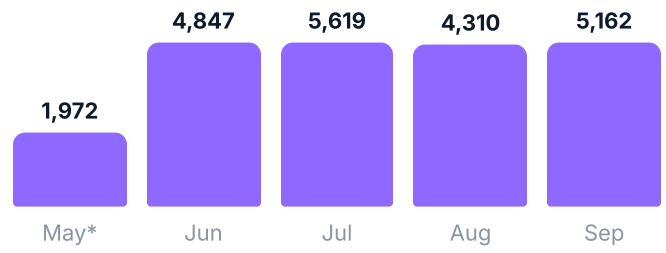
Avg position 26.9 → 15.0

GEO: 21,900+ AI impressions since May 2026

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

30

pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Free samples	7,061
Ostomy supply basics	4,724
Donate supplies	3,620
Belts and clothing	1,621
Homepage	1,558

SEO + GEO work behind the results

01
Resource pages
Clear pages for free samples, supply basics, donations and belts that answer real questions.

02
Topic structure
Content grouped by need so Google and AI tools can match each question to one page.

03
Page 1 push
Focus on searches like ostomy belts, nurses and support groups that sat on page 3 to 5.

04
Monthly tracking
Search Console reviewed monthly to protect traffic while rankings grew.

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: ostomy101.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.