CASE STUDY · SEO + GEO

Denver Attachment Counseling: average position from #46 to #21 and 6,600+ AI impressions

Therapy practice in Denver offering EMDR, IFS and relational therapy. Helpful articles and clear service pages grew search reach and made the blog a regular source for Google's AI answers. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Denver Attachment Counseling	Denver, Colorado, USA	Wix	SEO + GEO	denverattachmentcounseling.com

Google organic clicks
447 from 333
+34%

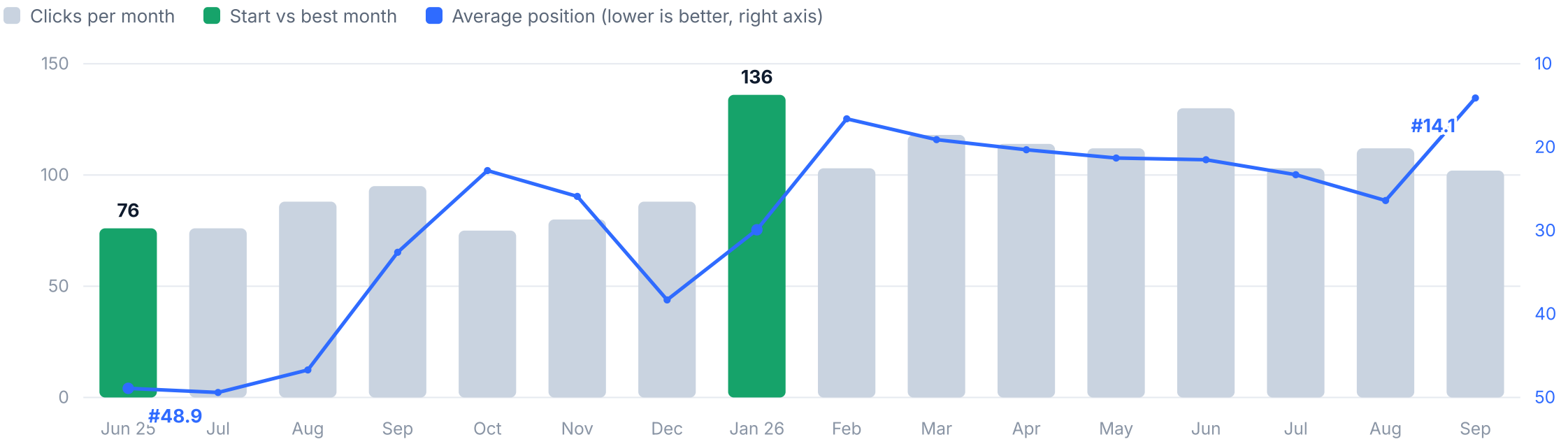
Average Google position
20.7 from 45.7
25 spots higher

Search impressions
64.4K from 35.3K
+82%

Google AI feature impressions
6,620
38 pages shown

Average position climbed from #49 to about #20

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



Ranking wins on therapy searches

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

SEARCH QUERY	2025	2026	SPOTS UP
reactive attachment disorder treatment	–	**1.0**	new #1
psychedelic integration denver	71.4	**19.7**	+52
cord cutting therapy	15.7	**7.8**	+8
attachment therapy denver	–	**8.7**	new

SAME PERIOD, WHOLE SITE

New #1: "reactive attachment disorder treatment" (3,525 impressions)

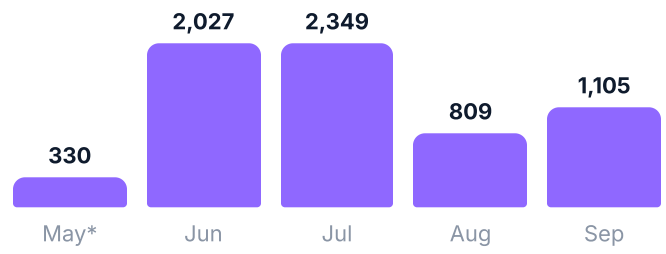
Clicks 333 → 447

Impressions 35.3K → 64.4K

GEO: blog articles feed 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

Cord cutting guide (blog)	2,636
Silent treatment article (blog)	2,200
ACoA laundry list (blog)	533
Shame-informed therapy (blog)	266
Ruptures and repairs (blog)	264

SEO + GEO work behind the results

01
Answer-style articles
In-depth posts on topics like cord cutting and the silent treatment, written to answer real questions.

02
Service pages
Clear pages for EMDR, IFS and relational therapy so each service can rank on its own.

03
Local signals
Business details marked up as a LocalBusiness so Google ties the practice to Denver.

04
Monthly tracking
Search Console reviewed monthly to find topics that were close to page 1.

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: denverattachmentcounseling.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.