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

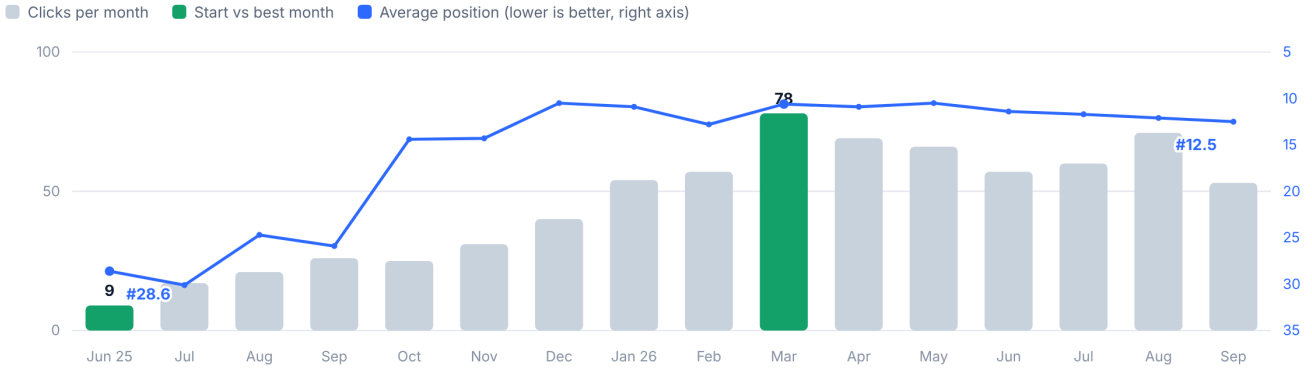
Keywords on page 1 (top 10)
151 from 14
10x

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

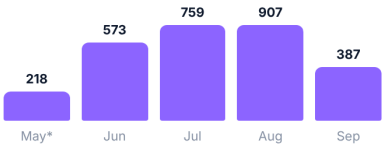
SAME PERIOD, WHOLE SITE

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.

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

Bonn law firm working only in employment law, for employees and employers across Germany. 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. Every result below comes from Google Search Console.

01 Project brief and objective

Founded in December 2022 by Viola Stiller, named a TOP-Anwalt 2027 by the F.A.Z. Institut, the firm had little search visibility. From 1 June to 29 September 2025 its site averaged position 27.4 and had just 14 keywords on page 1. Questions employees search, like when overtime claims become time-barred ("überstunden verjährung"), showed it at position 58.

OBJECTIVE Answer the employment law questions people in Germany actually search, and tie the firm clearly to Bonn for local searches.

02 Technical workflow and methodology

STEP 01
Legal guides
Wrote in-depth German articles on overtime, "Zeit statt Geld" and dismissal that answer real questions.

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

STEP 03
Practice pages
Built a clear page for each practice area, such as dismissal protection.

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

Technical checklist, measured 10 November 2026

Technical SEO audit	20 URLs crawled · 19/20 self-canonical · 16 pages indexed · 11 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 27.3 → 11.8 · 151 keywords on page 1
On-page SEO	20/20 pages with a title · 20 unique titles · 96% of images with alt text
Structured data and entity SEO	JSON-LD on 13 pages · Organization, BlogPosting, Person, LegalService
Core Web Vitals	Field data tracked in Search Console
Internal linking	13 internal links per page · Key pages linked from 20 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

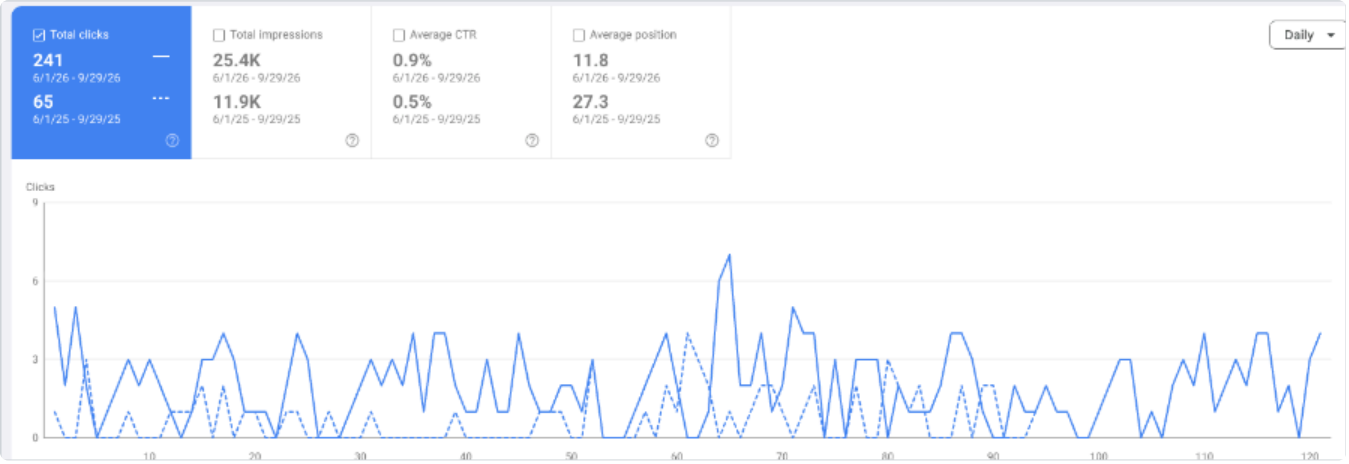
03 Tools used

Google Search Console · Wix SEO settings · JSON-LD structured data

04 Measurable outcomes

Search Console, 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026.

- **241 Google clicks**, up from 73 (3.3x). Click-through rate rose from 0.5% to 0.9%.
- **151 keywords on page 1**, up from 14 (10x), and 45 in the top 3, up from 10.
- **Average position improved from 27.4 to 11.8**, and impressions grew from 13.6K to 25.4K.
- **Overtime questions climbed:** "überstunden verjährung" 58 → 11.2, "verfallen überstunden" 40.4 → 12.5, "dürfen überstunden verfallen" 40.8 → 16.6.
- **2,844 impressions in Google's AI features** since 18 May 2026, across 14 pages. The "Zeit statt Geld" guide leads with 1,338.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 241 vs 65.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	72	**156**	▲2.2x
Google impressions	8.32K	**14.1K**	▲69%

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Indexed pages Search Console		**16**	
HTTPS URLs 0 non-HTTPS		**11**	

Source: Google Search Console (web search), pulled 2 October 2026. Comparison 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026. Keyword counts are queries with an average position of 10 or better; top 3 means 3 or better. AI feature data in Search Console starts 18 May 2026. Technical checklist and screenshot: crawl of the live site and Search Console on 10 November 2026. Search Console can revise older figures slightly after the first pull.

WiX SOLUTION

Prepared by WiX Solution, SEO and AI search agency. More case studies:
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