CASE STUDY · LOCAL SEO + GEO · WIX

Storage Time: 33% more Google clicks in six months, and average position from 40.1 to 24.9

Self storage with five sites across Greater Manchester and Liverpool. Clicks are also up 30% on the same months of 2025. Every figure comes from Google Search Console.

CLIENT	MARKET	PLATFORM	SERVICE	PERIOD
Storage Time	Greater Manchester, UK	Wix	Local SEO + GEO	May to Oct 2026 vs Nov 2025 to Apr 2026

Google clicks, May to Oct 2026
2,694
from 2,018 · +33%

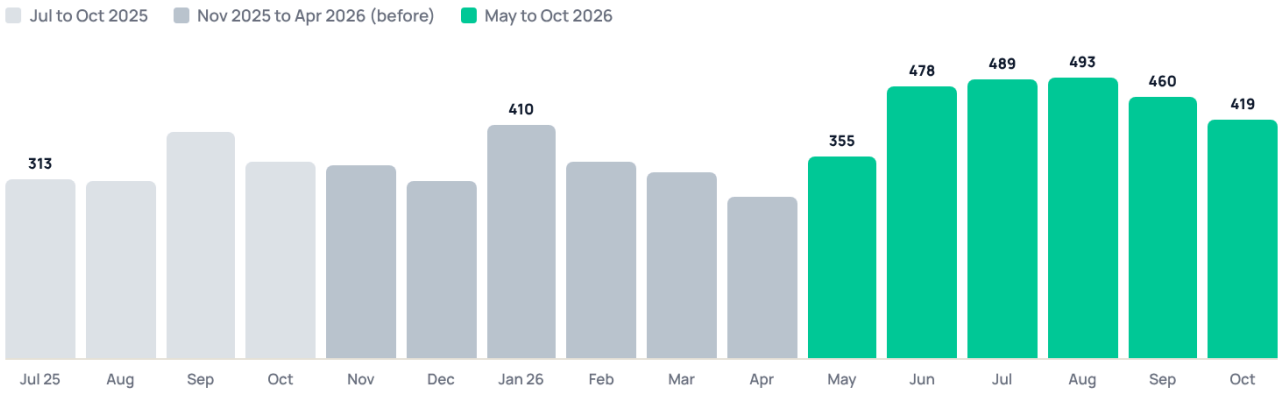
Clicks vs Aug to Oct 2025 (year over year)
+30%
1,052 → 1,372

Average position, Aug to Oct 2026
24.9
from 40.1 a year earlier

Queries in Google's top 3, Aug to Oct
100
from 81 · +23%

Google clicks by month, July 2025 to October 2026

From June 2026 every month brought more clicks than any earlier month in Search Console, peaking at 493 in August.



Before and after

MEASURE	BEFORE	AFTER	CHANGE
Google clicks, 6 months vs 6 months May–Oct 2026 vs Nov 2025–Apr 2026	2,018	2,694	+33%
Google clicks, year over year Aug–Oct 2026 vs Aug–Oct 2025	1,052	1,372	+30%
Average position, year over year Same periods	40.1	24.9	15.2 up
Queries ranking on page 1 Year over year, rows Search Console shows	254	319	+26%

Search visibility

0.3% → 0.5%
Click-through rate, year over year

157 → 175
Queries earning a click

6,077
Clicks since July 2025

5.05K
Impressions in Google's AI features, May to Oct

Storage searches that climbed

Average position, Aug–Oct 2025 → Aug–Oct 2026

storage unit	45.4 → 10.7
storage units near me	21.7 → 15.5
storage units liverpool	new at 6.2
self storage liverpool	new at 4.7
cheap storage units near me	39.1 → 32.8

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Source: Google Search Console (web search and the Generative AI features report), pulled 9 November 2026. Screenshots of every report are on the case study page at wixsolution.com.

CASE STUDY · LOCAL SEO + GEO · WIX

Storage Time: 33% more Google clicks in six months and average position from 40.1 to 24.9 for a Manchester self storage company

Client Storage Time · **Market** Greater Manchester, UK · **Platform** Wix · **Service** Local SEO + GEO · **Website** storage-time.co.uk

Self storage company with five sites in Greater Manchester and Liverpool, on Wix. Google clicks up 33% in six months and 30% year over year, with quote form submissions up 18%. Every number below comes from Search Console, Wix Analytics or a crawl of the live site, with screenshots.

01 Project brief and objective

Storage Time runs indoor and drive-up self storage with 24/7 access across Stockport, Sharston, Cheetham Hill, Ardwick and Liverpool. Each branch needed its own local rankings.

STARTING POINT 1,052 Google clicks (Aug to Oct 2025) · average position 40.1 · 81 queries in the top 3

OBJECTIVE Send each local search to the right branch, win the broad storage searches and turn them into quote requests.

02 Technical workflow and methodology

STEP 01

Technical SEO audit

Full crawl of 239 URLs with Search Console indexing and HTTPS checks.

- 239/239 pages with title and schema
- 238 self-canonical
- 45/45 URLs on HTTPS

STEP 02

Keyword and intent mapping

Every search intent gets its own page: 90 location pages, 13 unit-size pages and use cases such as student, business and document storage.

- 90 location pages
- 13 unit-size pages

STEP 03

On-page SEO

Titles built on real searches, for example “Self-Storage Units in Stockport | £1 First Month”. UK targeting with hreflang en-gb.

- 225 unique titles
- hreflang en-gb on 202 pages
- 92% of images with alt text

STEP 04

Structured data and entity SEO

Organization, Place, PostalAddress and ContactPoint on every page, LocalBusiness on the home page, Product and Offer on the 49 store pages.

- JSON-LD on 239/239 pages
- 7 valid Product snippets
- 7 valid Merchant listings

STEP 05

Core Web Vitals

Field data from the Chrome UX Report, tracked in the Search Console Core Web Vitals report.

- 45 good URLs on mobile
- 0 poor, 0 need improvement

STEP 06

Internal linking

Branch quote pages and core services are linked from every page, so each visitor is one click from a price.

- 2,200 internal links in Search Console
- Quote pages linked from 238 pages
- 25 internal links per page

STEP 07

AI search visibility (GEO)

34 buying guides written answer-first. AI crawlers are allowed in robots.txt and llms.txt is live.

5.05K AI feature impressions

03 Tools used

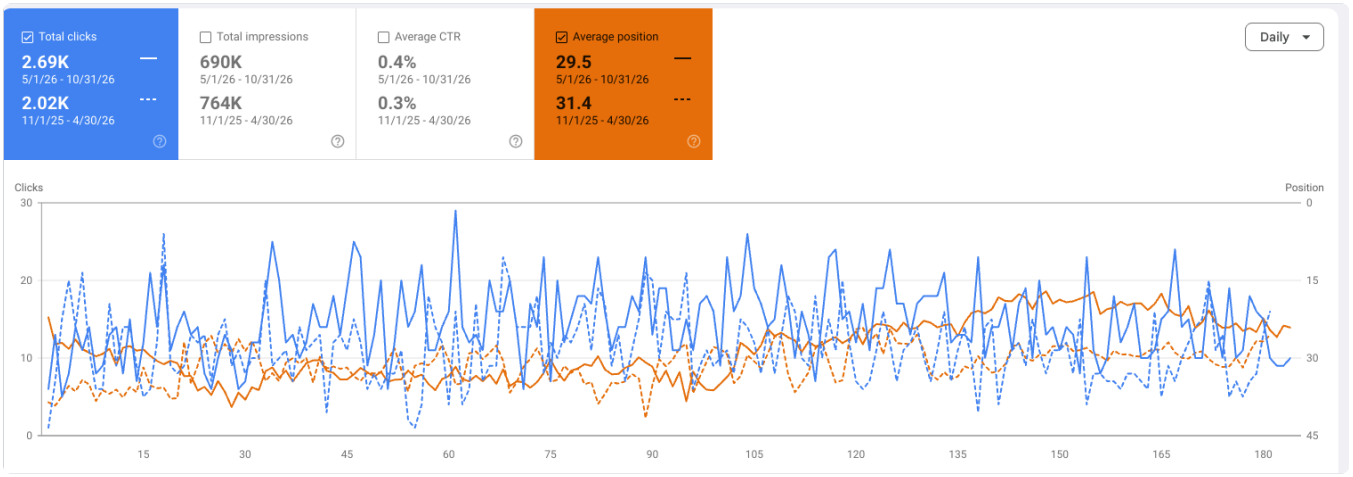
Google Search Console | Wix Analytics | Wix SEO settings | JSON-LD schema

04 Measurable outcomes

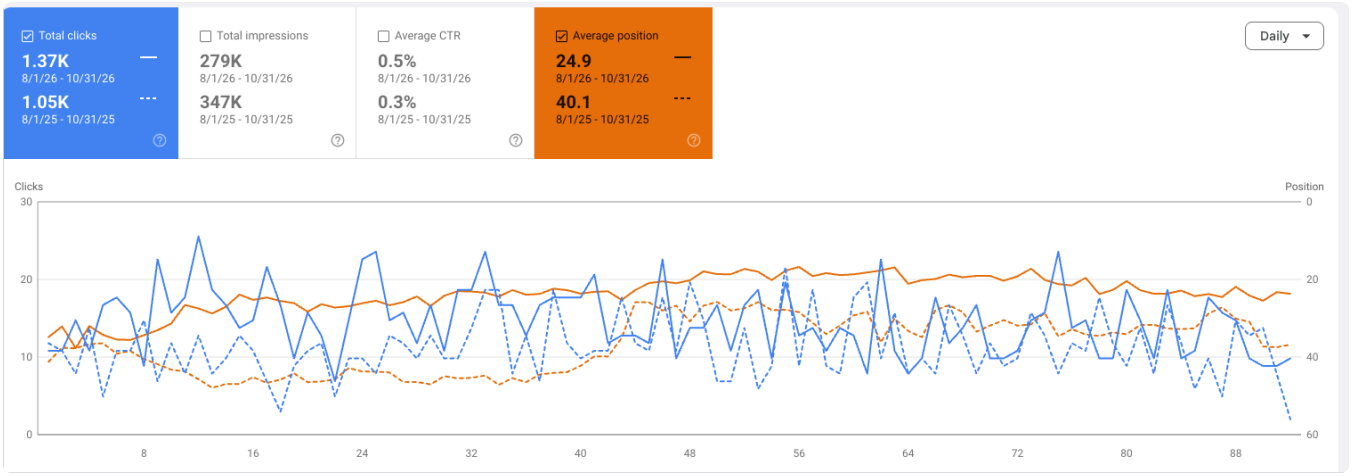
Search Console and Wix Analytics. August to October 2026 vs the same months of 2025, unless noted.

Clicks and impressions

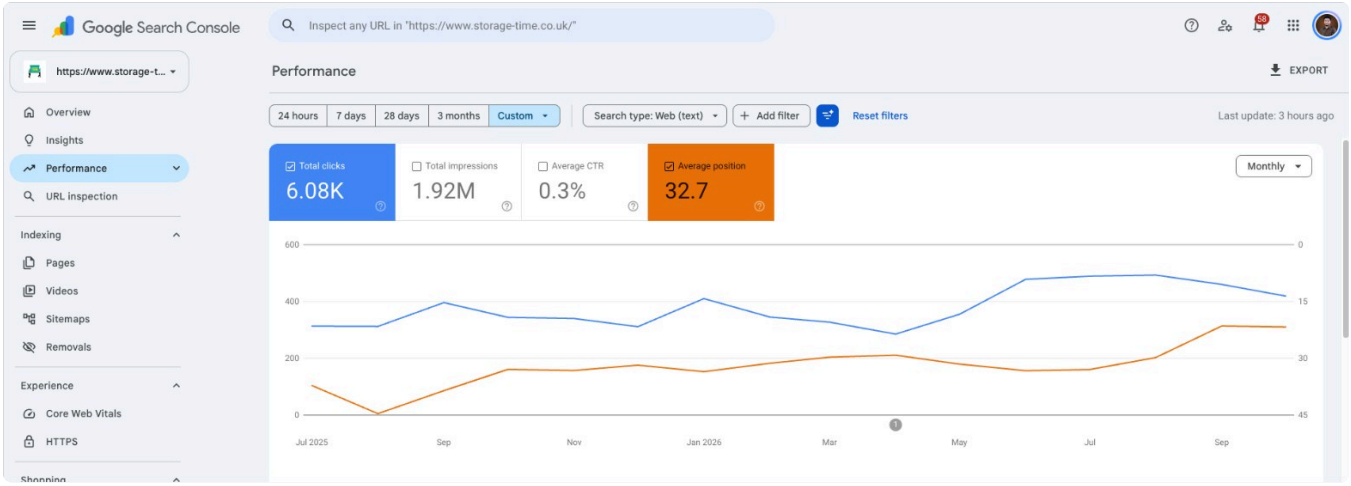
MEASURE	BEFORE	AFTER	CHANGE
Google clicks, 6 months vs 6 months May to Oct 2026 vs Nov 2025 to Apr 2026	2,018	**2,694**	▲33%
Google clicks, year over year	1,052	**1,372**	▲30%
Click-through rate	0.3%	**0.5%**	▲0.2 pts



Search Console: May to Oct 2026 (solid) vs Nov 2025 to Apr 2026 (dashed). Clicks 2.69K vs 2.02K.



Year over year: clicks 1.37K vs 1.05K, position 24.9 vs 40.1.



Monthly clicks and position, July 2025 to October 2026.

Keyword ranking growth

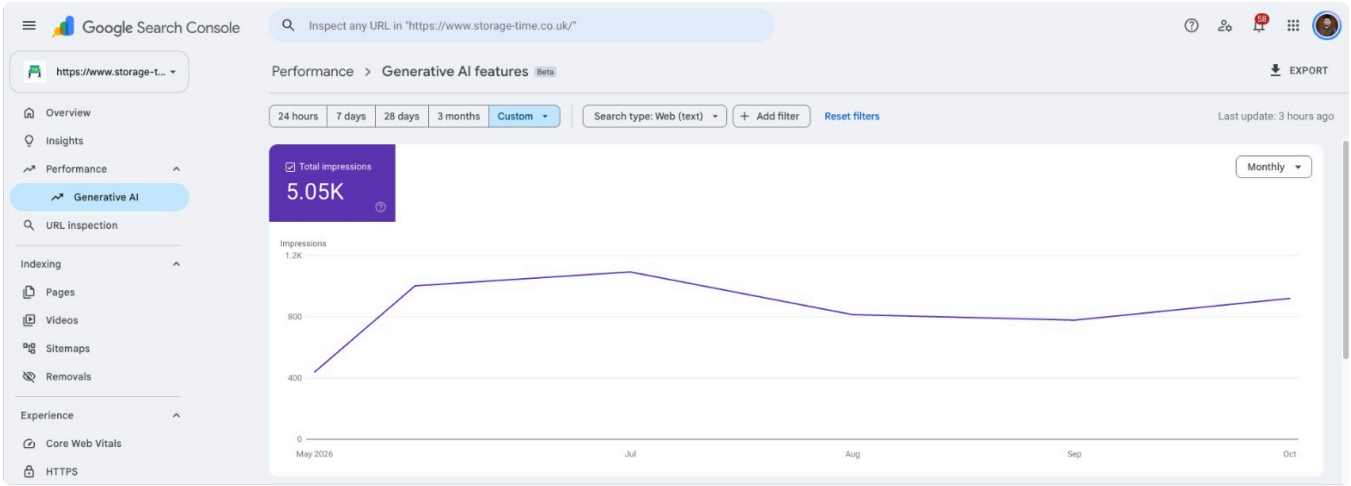
MEASURE	BEFORE	AFTER	CHANGE
Average position, all queries	40.1	**24.9**	▲15.2 places
Queries in Google's top 3	81	**100**	▲23%
Queries ranking on page 1	254	**319**	▲26%
"storage unit" position	45.4	**10.7**	▲34.7 places
"storage units near me" position clicks 35 → 59	21.7	**15.5**	▲6.2 places

Conversions (Wix Analytics)

MEASURE	BEFORE	AFTER	CHANGE
Quote and enquiry form submissions May to Oct 2026 vs May to Oct 2025	2,368	**2,787**	▲18%

AI search visibility

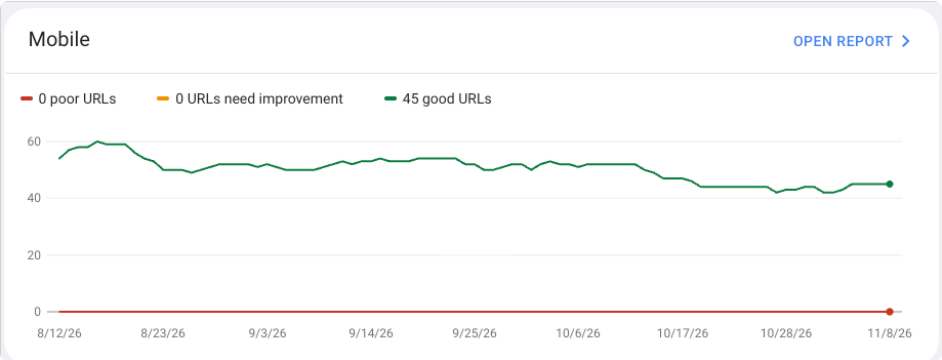
MEASURE	BEFORE	AFTER	CHANGE
Impressions in Google's AI features May to Oct 2026, Search Console report		**5.05K**	



Generative AI features report: 5.05K impressions, May to Oct 2026.

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Good URLs on mobile, Core Web Vitals 0 poor, 0 need improvement		**45**	



Core Web Vitals, mobile: 45 good URLs, 0 poor.

Source: Google Search Console, pulled 9 November 2026, and Wix Analytics (Form Submissions over Time), pulled 10 November 2026. Technical figures: full crawl of 239 URLs and Search Console, 10 November 2026. Six months: 1 May to 31 Oct 2026 vs 1 Nov 2025 to 30 Apr 2026. Year over year: 1 Aug to 31 Oct 2026 vs 1 Aug to 31 Oct 2025.

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Prepared by WiX Solution, SEO and AI search agency. More case studies: wixsolution.com/case-studies