CASE STUDY · SEO + GEO

Gupta Smile Studio: 2.4x more Google clicks and 13,900+ impressions in Google's AI answers

Family orthodontist in Dallas on Wix. Service pages, blog guides and local structured data helped Google and its AI features show the practice for braces and orthodontics searches. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Gupta Smile Studio	Dallas, Texas, USA	Wix	SEO + GEO	guptasmilestudio.com

Google organic clicks
1,466 from 618
+137%

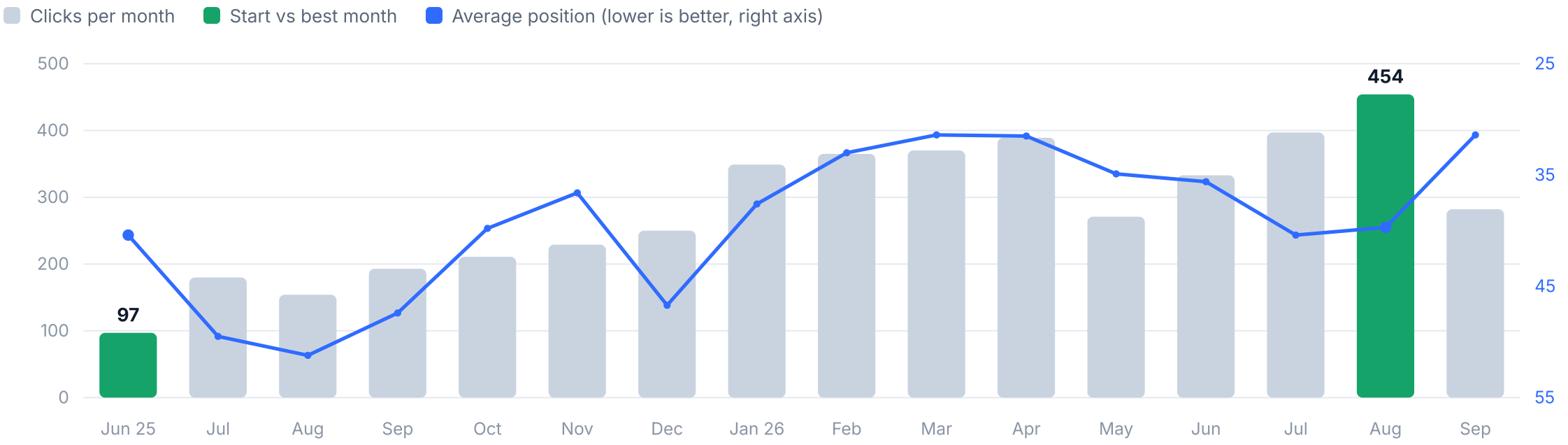
Non-brand search clicks
264 from 82
3.2x

Keywords on page 1 (top 10)
290 from 154
+88%

Google AI feature impressions
13,905
117 pages shown

Monthly clicks grew 4.7x from June 2025 to August 2026

Monthly Google organic clicks and average position, June 2025 to September 2026



Big ranking jumps on patient searches

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

SEARCH QUERY	2025	2026	SPOTS UP
airway orthodontics	81.5	**17.4**	+64
masseter botox near me	65.6	**16.3**	+49
free orthodontic consultation	67.2	**26.4**	+41
invisalign dallas	58.7	**20.6**	+38
how much are braces	22.3	**4.9**	+17

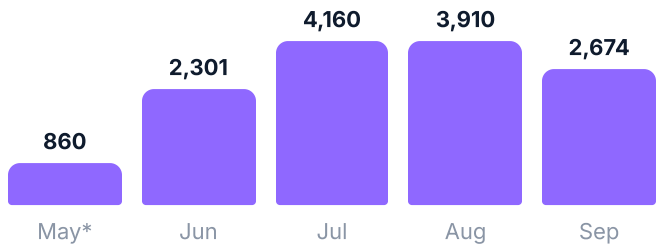
SAME PERIOD, WHOLE SITE

Impressions 187K → 722K (3.9x)
Total clicks 618 → 1,466
New: "gold braces" at position 7.5 (2,845 impressions)

GEO: blog guides get quoted in Google's AI answers

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

117
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Braces cost in Dallas (blog)	2,391
Homepage	1,775
Gold braces in Dallas (blog)	1,360
Airway orthodontics	787
Free consultation	730

What we did

01
Service pages
Dedicated pages for airway orthodontics, TMJ Botox and free consultations, each built for its own search.

02
Blog guides
Answer-first guides like "How much do braces cost in Dallas" that Google's AI now shows.

03
Structured data for AI
LocalBusiness, Service, Breadcrumb and BlogPosting schema so Google knows the practice, its services and its authors.

04
Spanish content
Spanish versions of key posts to reach Dallas families who search in Spanish.

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: guptasmilestudio.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.