CASE STUDY · SEO + GEO

Bump & Mamas: 2.7x more Google clicks and 462 keywords on page 1

Maternity wellness and baby massage business in Birmingham. Service pages for classes and massage, plus local titles, grew search reach more than five times in a year. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Bump & Mamas	Birmingham, UK	Wix	SEO + GEO	bumpandmamas.com

Google organic clicks
147 from 54
2.7x

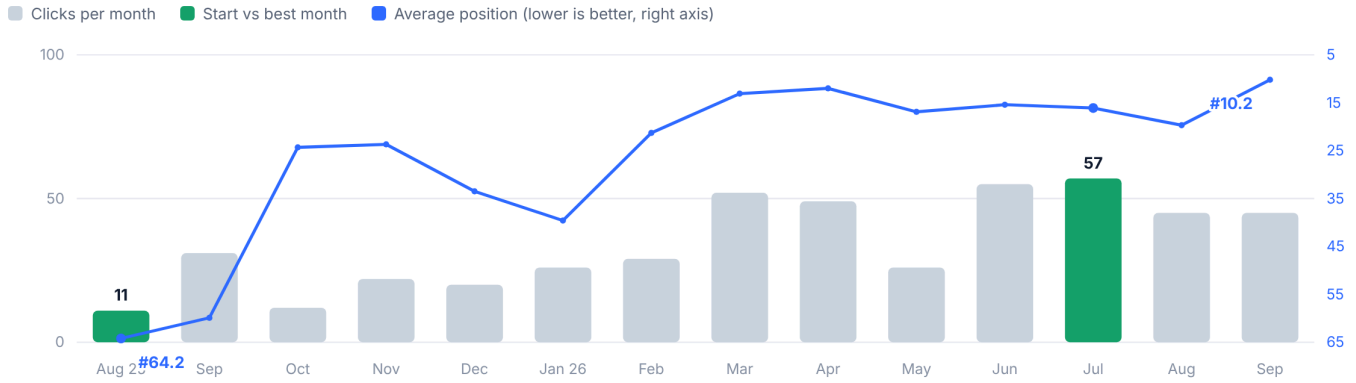
Search impressions
10.7K from 1.88K
5.7x

Keywords on page 1 (top 10)
462 from 13
35x

Google AI feature impressions
248
20 pages shown

Average position rose from #64 to #10

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



Local class searches now on page 1

Average Google position, Aug to Oct 2025 vs Jul to Sep 2026

SEARCH QUERY	2025	2026	CHANGE
antenatal classes birmingham	–	1.6	new top 3
baby bump	–	2.7	new top 3
baby massage birmingham	–	6.1	new, 8 clicks
mamas and mamas	43.2	19.9	+23

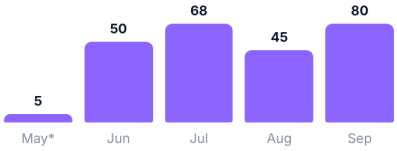
SAME PERIOD, WHOLE SITE

Top 3 keywords 4 → 182 | Avg position 52.0 → 14.9 | Clicks 54 → 147

GEO: early presence in Google's AI answers

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

20
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	127
Events list	40
Service page	35
Service page	26

SEO + GEO work behind the results

01 Service pages
Pages for antenatal classes, baby massage and pregnancy massage in Birmingham.

02 Local titles
Titles that include Birmingham and England so local parents find the classes.

03 Events and shop
Event listings and shop pages that give Google more relevant pages to show.

04 Business markup
LocalBusiness and Person details so Google knows who runs the classes.

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: bumpandmamas.com. Comparison: 1 Aug to 31 Oct 2025 vs 1 Jul to 29 Sep 2026 (Search Console data starts Aug 2025). *AI feature data in Search Console starts 18 May 2026.

CASE STUDY · SEO + GEO · WIX

Bump & Mamas: 2.7x more Google clicks and 462 keywords on page 1

Client Bump & Mamas · **Market** Birmingham, UK · **Platform** Wix · **Service** SEO + GEO · **Website** bumpandmamas.com

Award-winning maternity wellness business, founded in 2021, running baby massage classes in Birmingham, plus birth and postpartum coaching. Service pages for classes and massage, plus local titles, grew search reach more than five times in a year. Every result below comes from Google Search Console.

01 Project brief and objective

Bump & Mamas, named LUXLIFE's Best Luxury Baby Massage & Maternity Wellness Provider 2026, runs classes in Harborne and Edgbaston. From 1 August to 31 October 2025 its site had just 13 keywords on page 1 and averaged position 52.0. Parents searching for antenatal classes or baby massage in Birmingham did not find it.

OBJECTIVE Put the classes and coaching in front of local parents at the moment they search.

02 Technical workflow and methodology

STEP 01
Service pages
Built pages for antenatal classes and baby massage in Birmingham, plus a prenatal exercise and massage guide.

STEP 02
Local titles
Wrote titles that include Birmingham and England so local parents find the classes.

STEP 03
Events and shop
Set up event listings and shop pages that give Google more relevant pages to show.

STEP 04
Business markup
Added LocalBusiness and Person details so Google knows who runs the classes.

Technical checklist, measured 10 November 2026

Technical SEO audit	125 URLs crawled · 125/125 self-canonical · 14 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 52 → 14.9 · 462 keywords on page 1
On-page SEO	125/125 pages with a title · 117 unique titles
Structured data and entity SEO	JSON-LD on 101 pages · Organization, Person, BlogPosting, Offer · 3 sameAs profiles
Core Web Vitals	Field data tracked in Search Console
Internal linking	36 internal links per page · Key pages linked from 125 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 Aug to 31 Oct 2025 vs 1 Jul to 29 Sep 2026 (Search Console data starts Aug 2025).

- **147 Google clicks**, up from 54 (2.7x). Impressions grew from 1.88K to 10.7K (5.7x).
- **462 keywords on page 1**, up from 13, and 182 in the top 3, up from 4.
- **Average position improved from 52.0 to 14.9**.
- **New top 3 rankings** for "antenatal classes birmingham" (1.6) and "baby bump" (2.7). "baby massage birmingham" now ranks at 6.1, with 8 clicks.
- **248 impressions in Google's AI features** since 18 May 2026, across 20 pages.



Search Console, captured 10 November 2026: 1 Jul to 29 Sep 2026 (solid) vs 1 Aug to 31 Oct 2025 (dashed). Clicks 147 vs 54.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	54	**162**	▲ 3x
Google impressions	1.88K	**9.53K**	▲ 5.1x

Technical health

MEASURE	BEFORE	AFTER	CHANGE
HTTPS URLs 0 non-HTTPS		**14**	

Source: Google Search Console (web search), pulled 2 October 2026. Comparison 1 Aug to 31 Oct 2025 vs 1 Jul to 29 Sep 2026 (Search Console data starts Aug 2025). 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: wixsolution.com/case-studies