CASE STUDY · SEO + GEO

Stern Legal: 2.4x more keywords on page 1 and 3,900+ impressions in Google's AI answers

Notary public and legal practice in Melbourne. Clear service pages for power of attorney, notary services and wills moved key legal searches from page 9 to page 1 and 2. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Stern Legal	Melbourne, Australia	Wix	SEO + GEO	sternlegal.com.au

Google organic clicks
245 from 199
+23%

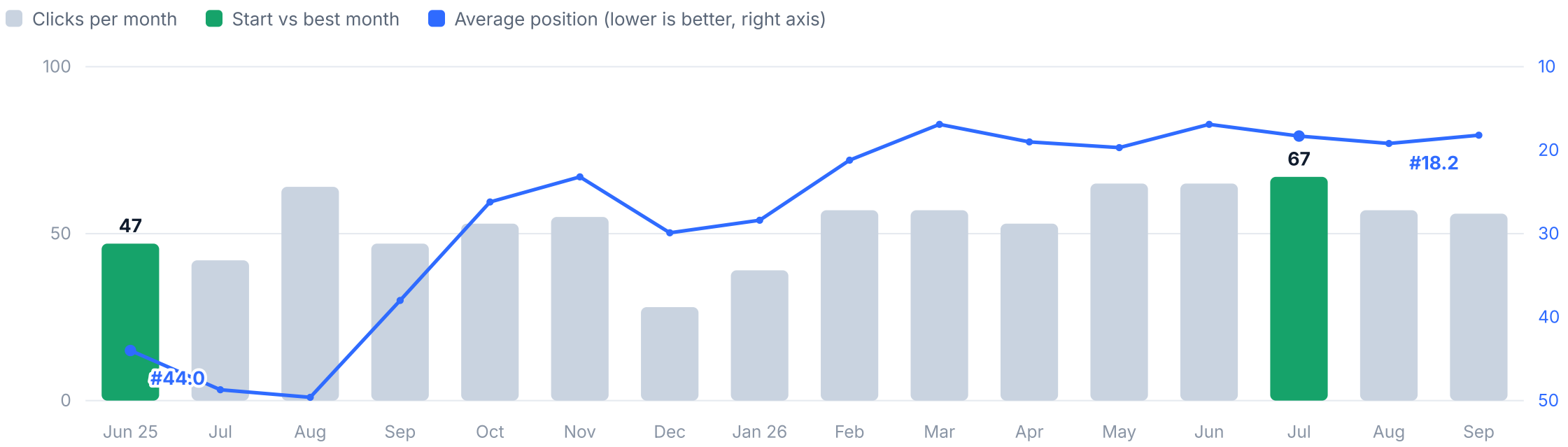
Keywords on page 1 (top 10)
363 from 151
2.4x

Average Google position
18.1 from 45.6
27 spots higher

Google AI feature impressions
3,984
9 pages shown

Average position rose from #44 to about #18

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



Big ranking jumps on legal searches

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

SEARCH QUERY	2025	2026	SPOTS UP
notarisation	93.7	**14.6**	+79
enduring power of attorney lawyer melbourne	87	**12**	+75
power of attorney law firm melbourne	90.2	**19.3**	+71
wills lawyers melbourne	93	**24.4**	+69
how to become power of attorney	84.8	**18.8**	+66

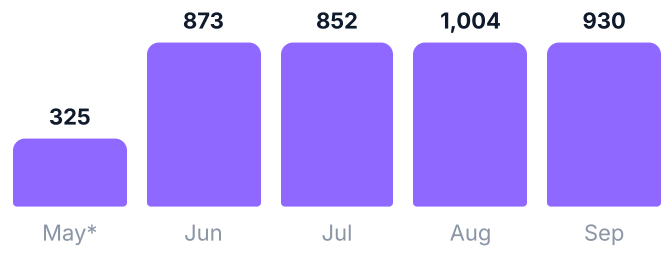
SAME PERIOD, WHOLE SITE

Non-brand clicks 12 → 28
Impressions 24.1K → 35.6K
Avg position 45.6 → 18.1

GEO: service pages quoted in Google's AI answers

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

9
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Power of attorney	2,240
Building disputes	675
Notary services Melbourne	502
Medical treatment authority	219
Homepage	209

SEO + GEO work behind the results

01
Service pages
Clear pages for power of attorney, notary services, wills and building disputes.

02
Answer-first copy
Plain-language answers to common legal questions that AI answers now quote.

03
Local titles
Titles like "Notary Public Melbourne" that match local searches.

04
Monthly tracking
Search Console reviewed to push page 3 to 5 searches toward 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: sternlegal.com.au. Comparison: 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026. *AI feature data in Search Console starts 18 May 2026.