CASE STUDY · SEO + GEO

Daytona Laundromat: average position from #33 to #10 and 2x more keywords in the top 3

24-hour laundromat with pickup and delivery in Daytona Beach. After an SEO audit and fixes, average position moved to page 1 and "laundromat near me" searches bring more clicks. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Daytona Laundromat	Daytona Beach, Florida, USA	Wix	SEO + GEO	daytonalaundromat.com

Average Google position
10.4 from 33.3
23 spots higher

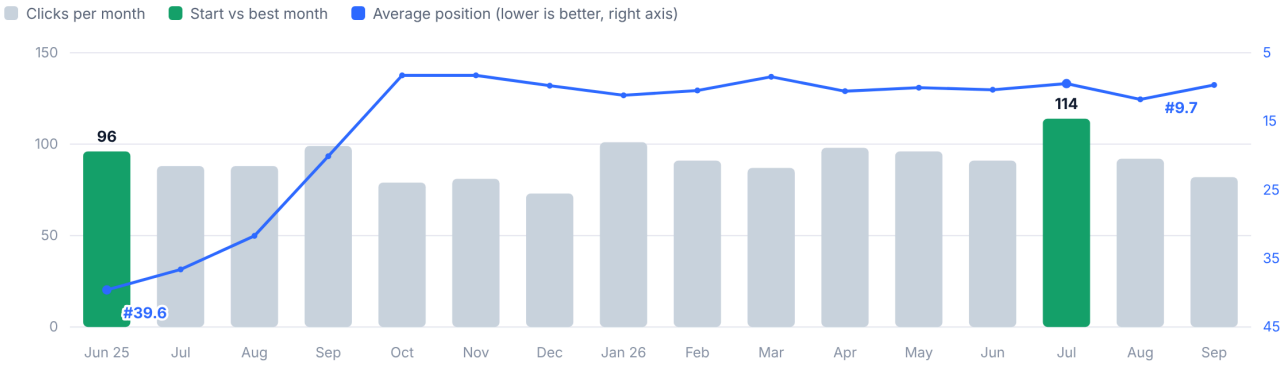
Keywords in Google top 3
201 from 99
2x

Keywords on page 1 (top 10)
696 from 480
+45%

Google AI feature impressions
1,720
19 pages shown

Average position reached page 1 from October 2025

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



"Near me" searches bring more clicks

Clicks, Jun to Sep 2025 vs Jun to Sep 2026

SEARCH QUERY	2025	2026	CHANGE
laundromat near me	28	**40**	+43%
laundry near me	4	**14**	3.5x
laundry service near me	7	**10**	+43%
laundromats near me	1	**6**	6x

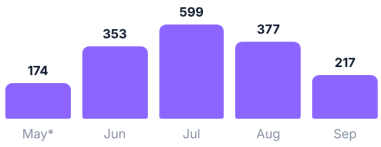
SAME PERIOD, WHOLE SITE

- Clicks 364 → 379
- Non-brand clicks 136 → 148
- "laundry distributor daytona beach" position 25 → 10

GEO: Google's AI shows Daytona Laundromat

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

19
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	655
Free pickup and delivery	325
Laundromat tips (blog)	280
Self service laundry	261
Laundromats with free WiFi (blog)	166

SEO + GEO work behind the results

01 SEO audit
Full audit of the site with a clear list of fixes.

02 Keyword-led titles
Titles like "24 Hour Laundromat in Daytona Beach, FL" for local searches.

03 Service pages
Pages for pickup and delivery, self service and commercial laundry.

04 Helpful blog posts
Laundry tips and local guides that AI answers now show.

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: daytonalaundromat.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.

CASE STUDY · SEO + GEO · WIX

Daytona Laundromat: Average position from #33 to #10 and 2x more keywords in the top 3

Client Daytona Laundromat · **Market** Daytona Beach area, Florida, USA · **Platform** Wix · **Service** SEO + GEO · **Website** daytonalaundromat.com

Laundromat in South Daytona, Florida, with 24/7 self-service and pickup and delivery across Volusia County. After an SEO audit and fixes, average position climbed from 33.3 to 10.4 and "laundromat near me" searches bring more clicks. Every result below comes from Google Search Console.

01 Project brief and objective

Daytona Laundromat's self-service is open 24/7, even on holidays, alongside wash-dry-fold, pickup and delivery and commercial laundry for vacation rentals, hotels and restaurants. From 1 June to 29 September 2025 its site averaged position 33.3 (page 4), with 99 keywords in Google's top 3. "laundry near me" brought just 4 clicks in those four months.

OBJECTIVE Own page 1 for the everyday "near me" searches that bring walk-in, pickup and commercial customers.

02 Technical workflow and methodology

STEP 01
SEO audit
Ran a full audit of the site and turned it into a clear list of fixes.

STEP 02
Keyword-led titles
Wrote titles like "24 Hour Laundromat in Daytona Beach, FL" for local searches.

STEP 03
Service pages
Built pages for pickup and delivery, self service and commercial laundry.

STEP 04
Helpful blog posts
Added laundry tips and local guides that AI answers now show.

Technical checklist, measured 10 November 2026

Technical SEO audit	67 URLs crawled · 67/67 self-canonical · 11 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 31.4 → 10.4 · 201 keywords in Google top 3 · 696 keywords on page 1
On-page SEO	67/67 pages with a title · 66 unique titles
Structured data and entity SEO	JSON-LD on 54 pages · BlogPosting, Organization, Person, LocalBusiness
Core Web Vitals	Field data tracked in Search Console
Internal linking	15 internal links per page · Key pages linked from 67 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

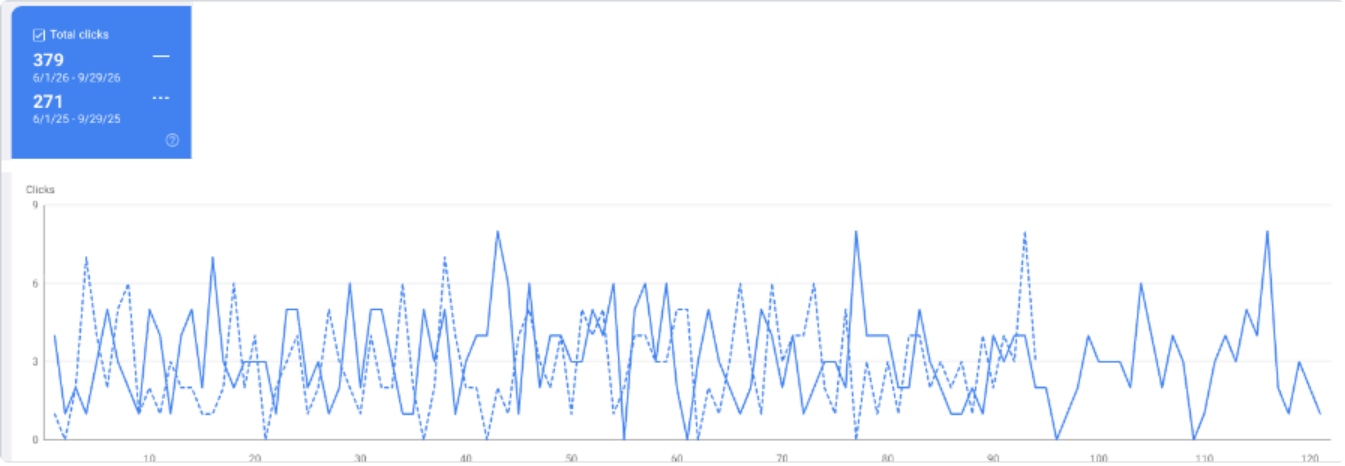
03 Tools used

Google Search Console · Wix SEO settings

04 Measurable outcomes

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

- **Average position improved from 33.3 to 10.4** (23 spots higher), first reaching page 1 in October 2025.
- **201 keywords in the top 3**, up from 99 (2x). Page 1 keywords grew from 480 to 696 (+45%).
- **More "near me" clicks:** "laundromat near me" 28 → 40, "laundry near me" 4 → 14, "laundromats near me" 1 → 6.
- **Non-brand clicks up** from 136 to 148, with total clicks steady (364 → 379).
- **1,720 impressions in Google's AI features** since 18 May 2026, across 19 pages. The free pickup and delivery page (325) and the laundromat tips blog (280) are among the most shown.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 379 vs 271.

Technical health

MEASURE	BEFORE	AFTER	CHANGE
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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