CASE STUDY · SEO + GEO

Rhizome Creative Studio: 2x more Google clicks and average position from #28 to #12

Photography and studio rental business in Bangkok. Service schema, studio pages and Bangkok-focused titles doubled clicks and click-through rate. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Rhizome Creative Studio	Bangkok, Thailand	Wix	SEO + GEO	rhizomestudio.net

Google organic clicks
131 from 64
2x

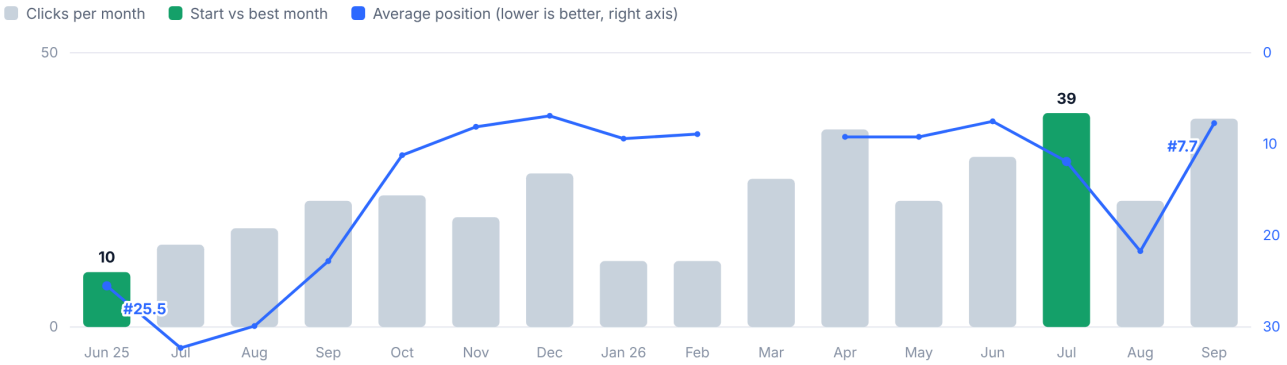
Average Google position
12.3 from 27.9
16 spots higher

Click-through rate
6.9% from 3.3%
2.1x

Google AI feature impressions
155
8 pages shown

Average position rose from #26 to page 1 most months

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



Studio searches moving up

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

SEARCH QUERY	2025	2026	SPOTS UP
photography studio bangkok	30.3	**18.9**	+11
photo studio bangkok	24.8	**15.2**	+10
photo studio in bangkok	14.2	**11.8**	+2
maternity photoshoot bangkok	–	**14.6**	new

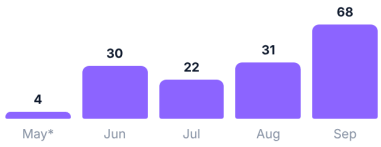
SAME PERIOD, WHOLE SITE

- Page 1 keywords 15 → 31
- Top 3 keywords 6 → 14
- "photography studio bangkok" clicks 0 → 4

GEO: early presence in Google's AI answers

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

8
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	97
Studio photography Bangkok	41
About us	13
Documentary	7

SEO + GEO work behind the results

01 Service schema
LocalBusiness, Service and offer markup with location and opening hours.

02 Studio pages
Pages for studio photography, documentary work and space rental.

03 Bangkok titles
Titles like "Photography & Studio Rental Bangkok" for local searches.

04 Monthly tracking
Search Console reviewed to grow studio 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: rhizomestudio.net. Comparison: 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026. *AI feature data in Search Console starts 18 May 2026.

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Rhizome Creative Studio: 2x more Google clicks and average position from #28 to #12

Client Rhizome Creative Studio · **Market** Bangkok, Thailand · **Platform** Wix · **Service** SEO + GEO · **Website** rhizomestudio.net

Bangkok photography studio on Sukhumvit 36, founded by Ploy Phutpheng, a documentary photographer for the United Nations, offering portrait, documentary and commercial shoots plus studio rental. Service schema, studio pages and Bangkok-focused titles doubled clicks and click-through rate. Every result below comes from Google Search Console.

01 Project brief and objective

Rhizome serves families marking milestones, brands commissioning shoots and creators who rent its space. From 1 June to 29 September 2025 the site averaged position 27.9 with 15 keywords on page 1. "photography studio bangkok" (30.3) and "photo studio bangkok" (24.8) sat on pages 4 and 3, and the first brought no clicks.

OBJECTIVE Rank for the studio and photography searches people in Bangkok use to book a shoot or rent a space.

02 Technical workflow and methodology

STEP 01
Service schema
Added LocalBusiness, Service and offer markup with location and opening hours.

STEP 02
Studio pages
Built pages for studio photography, documentary work and space rental.

STEP 03
Bangkok titles
Wrote titles like "Photography & Studio Rental Bangkok" for local searches.

STEP 04
Monthly tracking
Reviewed Search Console to grow studio searches toward page 1.

Technical checklist, measured 10 November 2026

Technical SEO audit	16 URLs crawled · 16/16 self-canonical · 12 pages indexed · 8 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 28.6 → 12.3
On-page SEO	16/16 pages with a title · 16 unique titles
Structured data and entity SEO	JSON-LD on 11 pages · Organization, BlogPosting, Person, Service · 5 sameAs profiles
Core Web Vitals	Field data tracked in Search Console
Internal linking	9 internal links per page · Key pages linked from 16 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

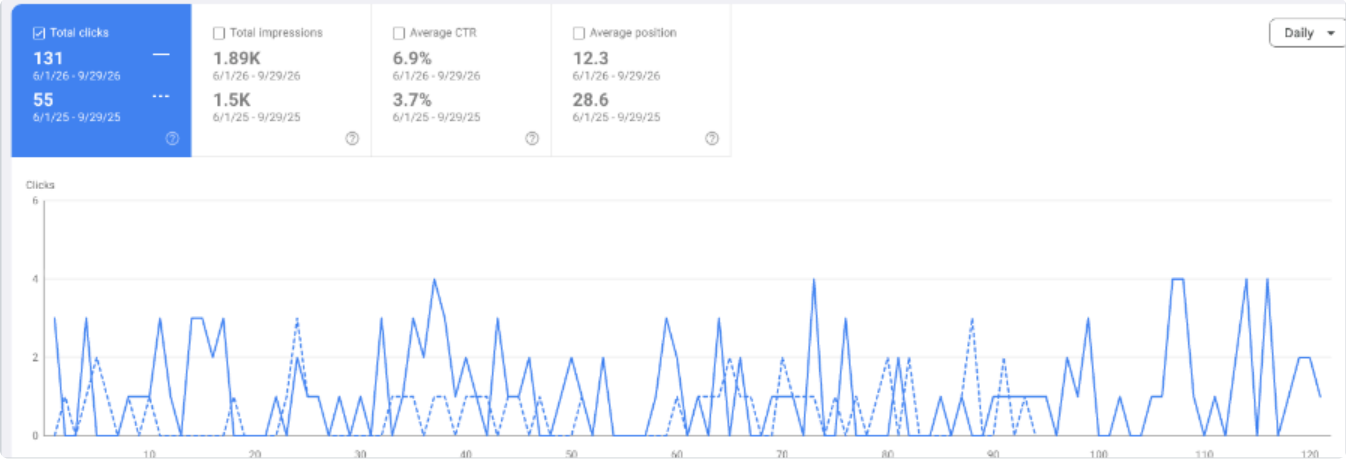
03 Tools used

Google Search Console · Wix SEO settings · JSON-LD structured data

04 Measurable outcomes

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

- **131 Google clicks**, up from 64 (2x). Click-through rate rose from 3.3% to 6.9%.
- **Average position improved from 27.9 to 12.3** (16 spots higher), with a best month of #7.7.
- **31 keywords on page 1**, up from 15, and 14 in the top 3, up from 6.
- **Studio searches moving up:** "photography studio bangkok" 30.3 → 18.9, now bringing clicks (0 → 4), and "photo studio bangkok" 24.8 → 15.2. New: "maternity photoshoot bangkok" at 14.6.
- **155 impressions in Google's AI features** since 18 May 2026, across 8 pages.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 131 vs 55.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	65	**83**	▲28%
Google impressions	1.22K	**1.42K**	▲16%

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Indexed pages Search Console		**12**	
HTTPS URLs 0 non-HTTPS		**8**	

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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