CASE STUDY · SEO + GEO

# TNT Design Build: 58% more Google clicks and 84 keywords in the top 3

Windows, doors and sunroom company for luxury homes in North Texas. Clear service pages and keyword-led titles took average position from page 3 to the edge of page 1. Below are real numbers from Google Search Console.

| Client | Market | Platform | Service | Website |
|---|---|---|---|---|
| TNT Design Build | Dallas-Fort Worth, Texas, USA | Wix | SEO + GEO | tntdesignbuild.com |

Google organic clicks
**193** from 122
+58%

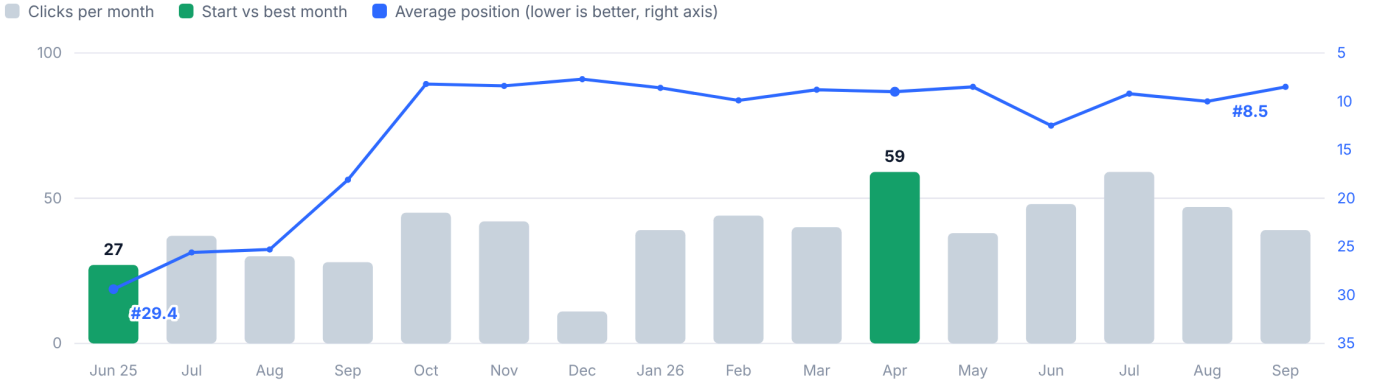
Keywords on page 1 (top 10)
**153** from 9
17x

Average Google position
**10.2** from 24.8
15 spots higher

Google AI feature impressions
**170**
since May 2026

## Average position mostly on page 1 since October 2025

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




## New #1 rankings on service searches

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

| SEARCH QUERY | 2025 | 2026 | CHANGE |
|---|---|---|---|
| window installation | – | 1.0 | new #1 |
| sliding glass door repair | – | 1.0 | new #1 |
| sunroom designs celina | – | 1.0 | new #1 |

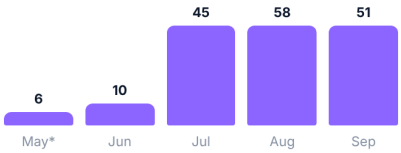
SAME PERIOD, WHOLE SITE

Top 3 keywords 1 → 84 | CTR 4.4% → 5.7% | Avg position 24.8 → 10.2

## GEO: early presence in Google's AI answers

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

**170**
impressions in Google AI features so far




PAGES GOOGLE'S AI SHOWS MOST

| | |
|---|---|
| Homepage | 170 |

## SEO + GEO work behind the results

01
**Keyword-led titles**
Titles like "Modern Windows & Doors for Luxury Homes" that match buyer searches.

02
**Service pages**
Pages for window installation, door repair and sunroom design.

03
**Local targeting**
Content for North Texas towns such as Celina and Carrollton.

04
**Business markup**
LocalBusiness and Organization details so Google ties the brand to the area.

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: tntdesignbuild.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.

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# TNT Design Build: 58% more Google clicks and 84 keywords in the top 3

**Client** TNT Design Build · **Market** Dallas-Fort Worth, Texas, USA · **Platform** Wix · **Service** SEO + GEO · **Website** tntdesignbuild.com

Premium doors and windows company for luxury homes in North Texas, with a showroom in Forney. Clear service pages and keyword-led titles took average position from page 3 to the edge of page 1. Every result below comes from Google Search Console.

## 01 Project brief and objective

TNT Design Build designs, builds and installs thin-frame aluminum doors and windows, and says buyers save 30 to 50% versus traditional premium brands. From 1 June to 29 September 2025 its site had 9 keywords on page 1, 1 in the top 3 and an average position of 24.8. Core searches like "window installation" did not show it at all.

OBJECTIVE Rank for the window and door searches homeowners, builders and architects use when they are ready to buy.

## 02 Technical workflow and methodology

STEP 01
### Keyword-led titles
Wrote titles like "Modern Windows & Doors for Luxury Homes" that match buyer searches.

STEP 02
### Service pages
Built pages for window installation, door repair and more, each targeting its own search.

STEP 03
### Local targeting
Added content for North Texas towns such as Celina and Carrollton.

STEP 04
### Business markup
Added LocalBusiness and Organization details so Google ties the brand to the area.

**Technical checklist, measured 10 November 2026**

| | |
|---|---|
| Technical SEO audit | 6 URLs crawled · 6/6 self-canonical |
| Keyword and intent mapping | Average position 23.9 → 10.2 · 153 keywords on page 1 |
| On-page SEO | 6/6 pages with a title · 6/6 meta descriptions |
| Structured data and entity SEO | JSON-LD on the home page · LocalBusiness, Organization, WebSite · 5 sameAs profiles |
| Core Web Vitals | Field data tracked in Search Console |
| Internal linking | 7 internal links per page · Key pages linked from 6 pages |
| AI search visibility (GEO) | AI crawlers allowed in robots.txt · llms.txt live |

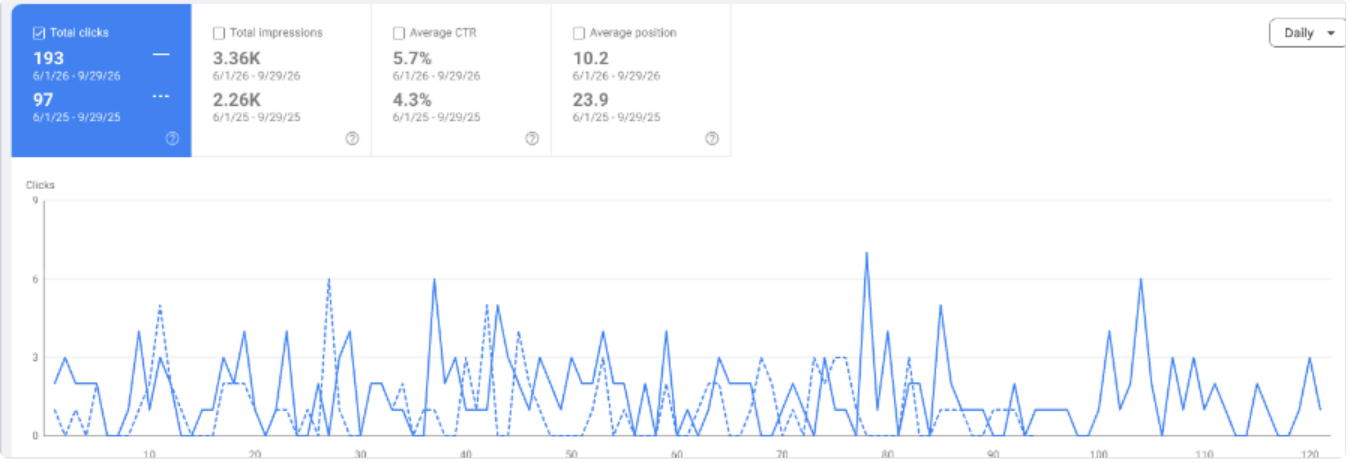
## 03 Tools used

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.

- **193 Google clicks**, up from 122 (+58%). Click-through rate rose from 4.4% to 5.7%.
- **84 keywords in the top 3**, up from 1. Page 1 keywords grew from 9 to 153 (17x).
- **Average position improved from 24.8 to 10.2**, mostly on page 1 since October 2025.
- **New #1 rankings** for "window installation" and "sliding glass door repair".
- **170 impressions in Google's AI features** since 18 May 2026.




Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 193 vs 97.

### Latest quarter: August to October 2026 vs 2025

| MEASURE | BEFORE | AFTER | CHANGE |
|---|---|---|---|
| **Google clicks** | 103 | **113** | ▲ 10% |
| **Google impressions** | 1.94K | **2.13K** | ▲ 10% |

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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