CASE STUDY · B2B SEO + GEO · WIX

Chelmstone: 20% more Google clicks in three months, and 46% more clicks from product searches

An Australian precast concrete maker with a wide, technical product range. Search Console data starts in March 2026, so this compares the last three months with the three before.

CLIENT	MARKET	PLATFORM	SERVICE	PERIOD
Chelmstone	Australia	Wix	SEO + GEO	Aug to Oct 2026 vs May to Jul 2026

Google clicks, Aug to Oct 2026
1,788
from 1,488 · +20%

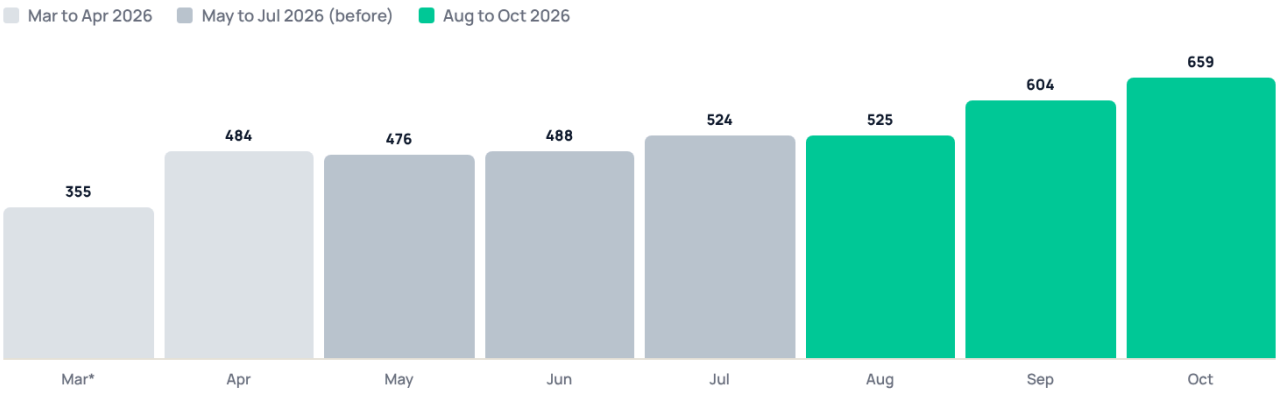
Google impressions, Aug to Oct 2026
56.8K
from 45.7K · +24%

Clicks from product searches (non-brand)
252
from 173 · +46%

Impressions in Google's AI features, May to Oct
10.6K
Search Console beta report

Google clicks by month, March to October 2026

October 2026 brought 659 clicks, 36% more than April. March counts from 9 March, when Search Console data starts.



Before and after

MEASURE	BEFORE	AFTER	CHANGE
Google clicks, last 3 months vs the 3 before Aug–Oct vs May–Jul 2026	1,488	1,788	+20%
Google impressions Same periods	45,708	56,772	+24%
Clicks from product searches Queries without the brand name	173	252	+46%
Monthly clicks, April vs October Calendar months, 2026	484	659	+36%

Search visibility

90 → 120
Queries earning a click

3.1%
Click-through rate, Aug to Oct

4,115
Clicks since 9 March 2026

126K
Impressions since March

Product searches that climbed

Average position, May–Jul → Aug–Oct 2026

exposed aggregate pavers	15.4 → 6.6
pier capping	15.6 → 5.3
exposed aggregate concrete pavers	6.6 → 3.2
concrete post caps	10.4 → 7.5
concrete slab for solar battery	4.7 → 4.0

WIX SOLUTION

Source: Google Search Console (web search and the Generative AI features report), pulled 9 November 2026. Screenshots of every report are on the case study page at wixsolution.com.

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Chelmstone: 20% more Google clicks in three months and 46% more clicks from product searches for an Australian precast concrete maker

Client Chelmstone · **Market** Australia · **Platform** Wix · **Service** SEO + GEO · **Website** chelmstone.com.au

Australian precast concrete maker, on Wix. Google clicks up 20% in three months and clicks from product searches up 46%. Every number below comes from Search Console or a crawl of the live site, with screenshots.

01 Project brief and objective

Chelmstone makes precast concrete products in Queensland, with 30+ years in construction. Specifiers and builders search by exact product name, such as “exposed aggregate pavers”.

STARTING POINT 1,488 Google clicks (May to Jul 2026) · 173 product search clicks · “pier capping” at position 15.6

OBJECTIVE Match every product page to the searches buyers use, in copy that Google and AI answers can quote.

02 Technical workflow and methodology

STEP 01

Technical SEO audit

Crawl of all 39 URLs with Search Console indexing and HTTPS checks.

- 39/39 self-canonical
- 40 pages indexed
- 38/38 URLs on HTTPS

STEP 02

Keyword and intent mapping

A content sheet matches each product page to the searches buyers use, tracked page by page.

- Queries earning a click 90 → 120

STEP 03

On-page SEO

Titles and H1s written around product terms, for example “Architectural Concrete Pier Caps Australia”.

- 37 unique titles
- 38/39 meta descriptions

STEP 04

Structured data and entity SEO

Organization, LocalBusiness and Brand entity with five social profiles. BreadcrumbList on 17 pages, ItemList on 14, CollectionPage on 10 and FAQPage on 4 key product pages.

- JSON-LD on 18 key pages
- 5 sameAs profiles

STEP 05

Core Web Vitals

Field data from the Chrome UX Report, tracked in the Search Console Core Web Vitals report.

- 38 good URLs on desktop
- 0 poor, 0 need improvement

STEP 06

Internal linking

Every product page is linked from every other page, so buyers and crawlers reach any product in one click.

- 1,350 internal links in Search Console
- Product pages linked from 38+ pages
- 39 internal links per page

STEP 07

AI search visibility (GEO)

FAQ blocks with schema on key product pages. AI crawlers are allowed in robots.txt and llms.txt is live.

10.6K AI feature impressions

03 Tools used

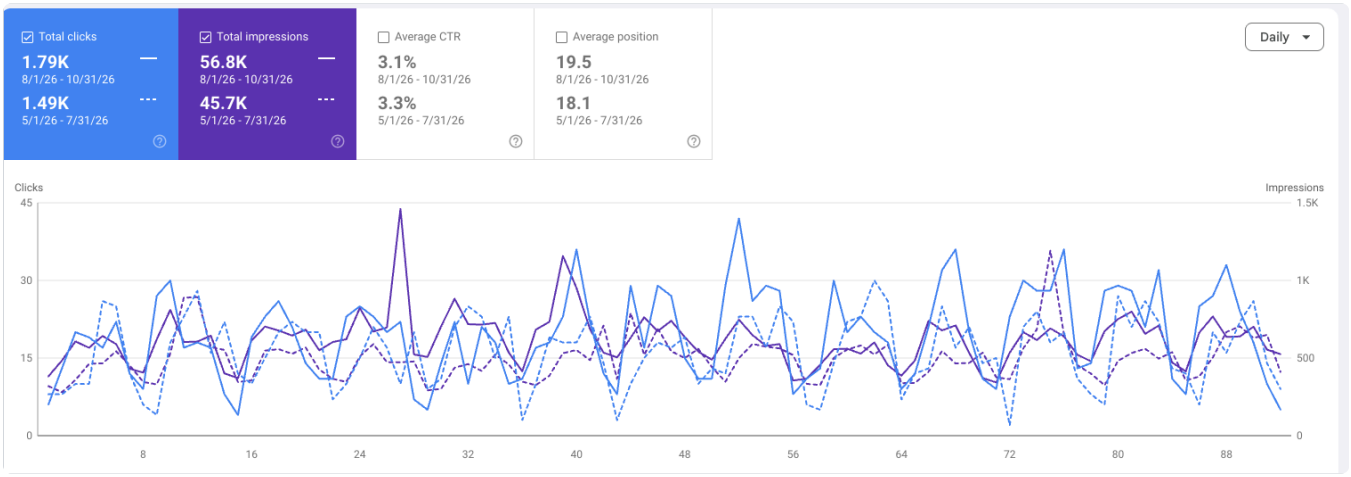
Google Search Console | Google Sheets | Wix SEO settings | JSON-LD schema

04 Measurable outcomes

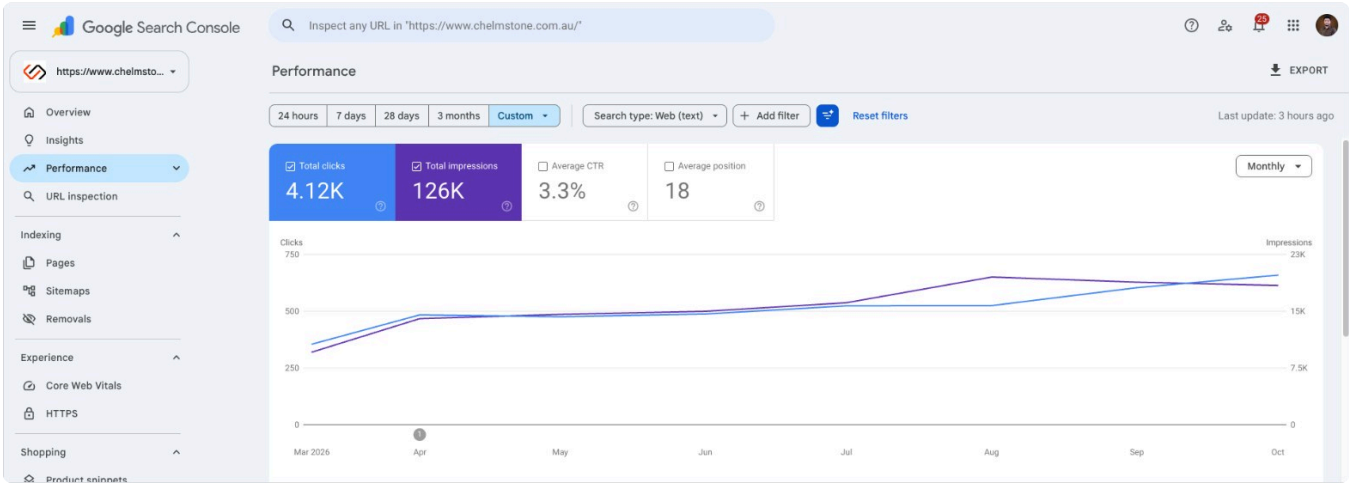
Search Console. August to October 2026 vs May to July 2026 (data starts March 2026), unless noted.

Clicks and impressions

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	1,488	**1,788**	▲20%
Google impressions	45.7K	**56.8K**	▲24%
Monthly clicks April vs October 2026	484	**659**	▲36%



Search Console: Aug to Oct (solid) vs May to Jul 2026 (dashed). Clicks 1.79K vs 1.49K.



Monthly clicks and impressions, March to October 2026.

Keyword ranking growth

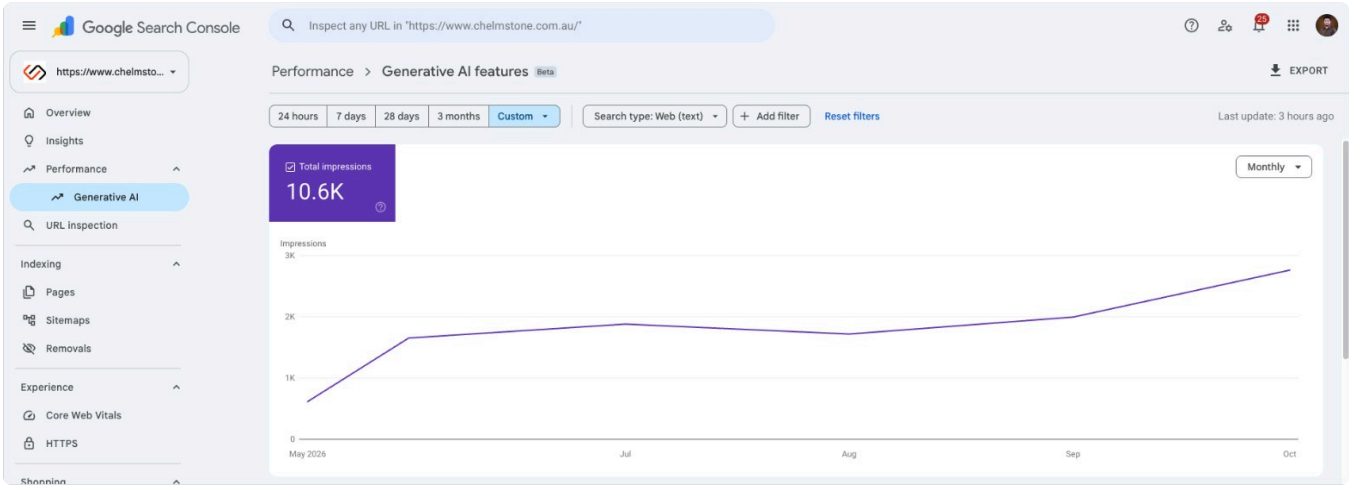
MEASURE	BEFORE	AFTER	CHANGE
Clicks from product searches queries without the brand name	173	**252**	▲46%
Queries earning a click	90	**120**	▲33%
“pier capping” position	15.6	**5.3**	▲10.3 places
“exposed aggregate pavers” position clicks 2 → 27	15.4	**6.6**	▲8.8 places
“exposed aggregate concrete pavers” position	6.6	**3.2**	▲3.4 places
“concrete post caps” position	10.4	**7.5**	▲2.9 places

Top queries	Clicks 8/1/26 - 10/31/26	Clicks 5/1/26 - 7/31/26	↓ Clicks Difference	Position 8/1/26 - 10/31/26	Position 5/1/26 - 7/31/26	Position Difference
exposed aggregate pavers	27	2	25	6.6	15.4	-8.8
exposed aggregate concrete pavers	9	4	5	3.2	6.6	-3.3
concrete slab for solar battery	8	3	5	4	4.7	-0.8
concrete fence capping	5	0	5	7.3	7.3	0
polished concrete pavers	12	8	4	5.8	3.6	2.2
pier cap	5	1	4	7.9	8.4	-0.6

Product query gains, sorted by click change.

AI search visibility

MEASURE	BEFORE	AFTER	CHANGE
Impressions in Google’s AI features May to Oct 2026, Search Console report		**10.6K**	



Generative AI features report: 10.6K impressions, May to Oct 2026.

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Good URLs on desktop, Core Web Vitals 0 poor, 0 need improvement		**38**	

Source: Google Search Console, pulled 9 November 2026. Technical figures: full crawl of 39 URLs and Search Console, 10 November 2026. Main comparison: 1 Aug to 31 Oct 2026 vs 1 May to 31 Jul 2026 (data starts 9 March 2026). Product searches are queries without the brand name.

WiX SOLUTION

Prepared by WiX Solution, SEO and AI search agency. More case studies:
wixsolution.com/case-studies