CASE STUDY · SEO + GEO

Tex Threads Apparel: 62% more Google clicks and 2x more keywords on page 1

Custom embroidery and screen printing company in Texas. State-wide keyword targeting and service pages pushed key Texas searches from page 9 up to pages 1 to 3. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Tex Threads Apparel	Texas, USA	Wix	SEO + GEO	texthreadsapparel.com

Google organic clicks
144 from 89
+62%

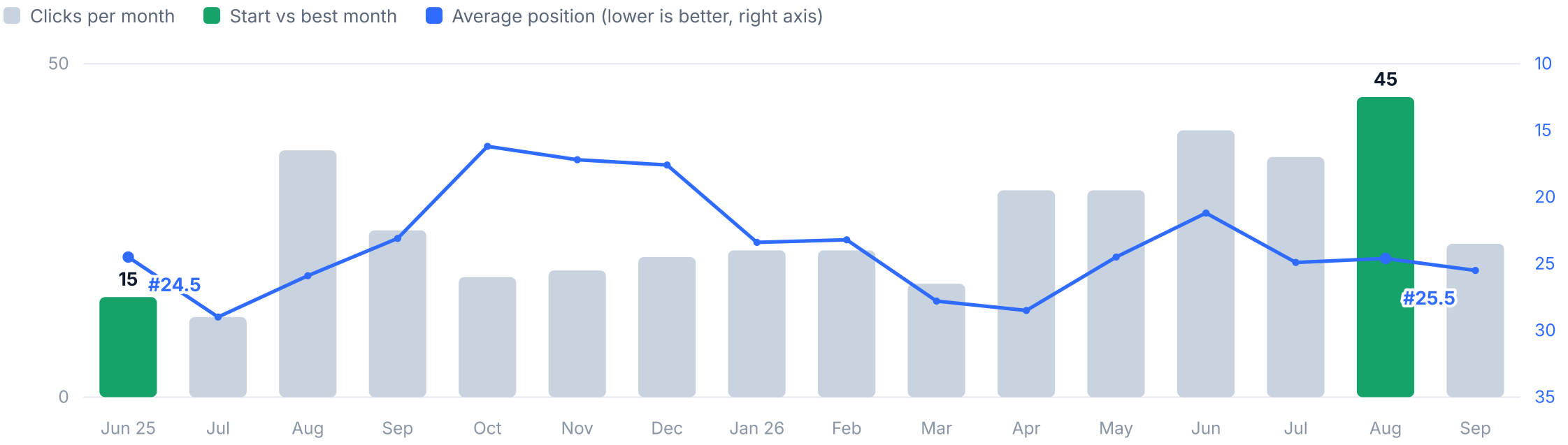
Search impressions
9.24K from 2.98K
3.1x

Keywords on page 1 (top 10)
108 from 54
2x

Google AI feature impressions
200
7 pages shown

Clicks and impressions grew through 2026

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



Ranking jumps on Texas searches

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

SEARCH QUERY	2025	2026	SPOTS UP
embroidery texas	91	**25**	+66
screen printing texas	84.5	**24.1**	+60
texas screen printers	64.2	**23.2**	+41
screen printing and embroidery companies in texas	50.3	**10**	+40

SAME PERIOD, WHOLE SITE

"embroidery near me" position 15.7 → 9.0

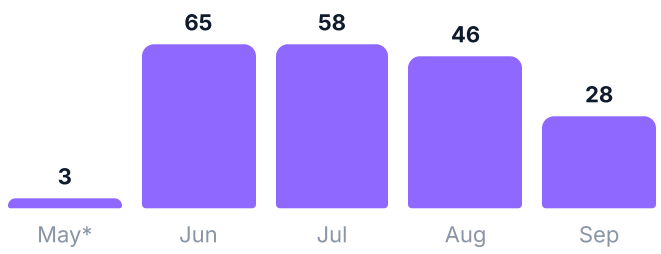
Impressions 2.98K → 9.24K

Clicks 89 → 144

GEO: early presence in Google's AI answers

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

7
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	108
About page	46
Print on demand	39
Custom embroidery services	26

SEO + GEO work behind the results

01 Texas-wide targeting
Titles like "Custom Embroidery & Screen Printing Texas" to win state-wide searches.

02 Service pages
Pages for custom embroidery, screen printing and print on demand.

03 Business markup
LocalBusiness, Organization and Place details for Google and AI tools.

04 Monthly tracking
Search Console reviewed to grow searches sitting on pages 2 and 3.

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: texthreadsapparel.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.