CASE STUDY · SEO + GEO

Allstate Roofing: #1 on Google for 4 Columbia roofing searches and 6.9x more top 3 keywords

Roofing company serving New York and Maryland. Location pages, service schema and keyword-led titles moved key local searches from page 7 to the #1 spot. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Allstate Roofing & More	Rochester, NY and Columbia, MD, USA	Wix	SEO + GEO	400roof.com

Keywords in Google top 3
137 from 20
6.8x

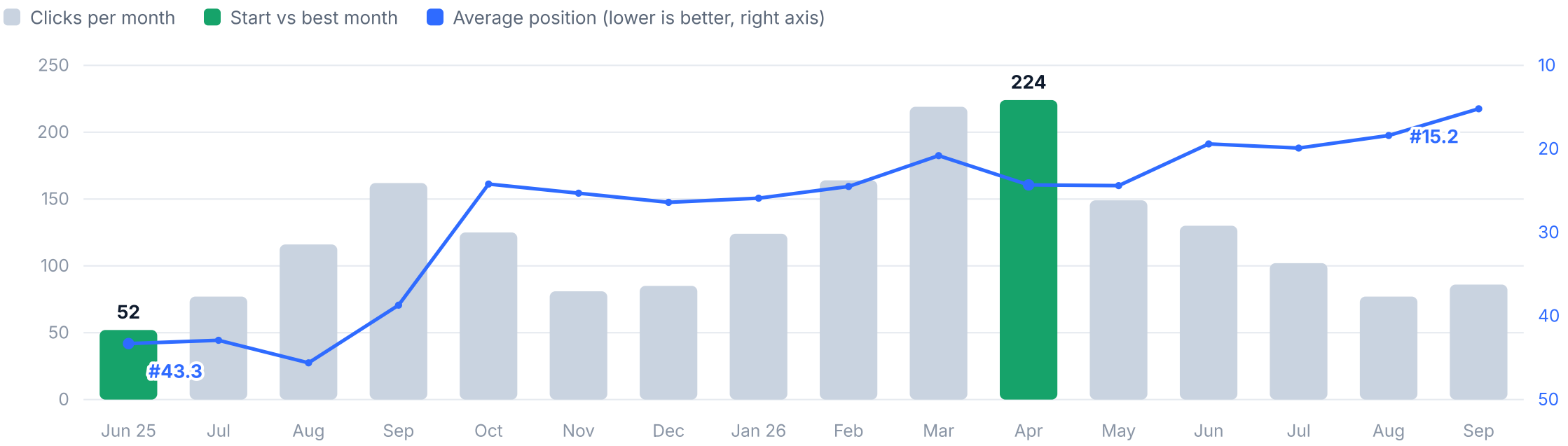
Keywords on page 1 (top 10)
250 from 68
3.7x

Average Google position
18.8 from 43.2
24 spots higher

Google AI feature impressions
966
35 pages shown

Average position rose from #43 to under #20

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



From page 7 to #1 on local roofing searches

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

SEARCH QUERY	2025	2026	SPOTS UP
roofing company columbia md	78.1	**1.2**	+77
roofers columbia md	72	**1**	+71
roofing contractor columbia	70	**1**	+69
roof replacement columbia	55.2	**1**	+54
roofing company bridgewater	19	**1.1**	+18

SAME PERIOD, WHOLE SITE

"roof replacement columbia md" position 63.7 → 1.9

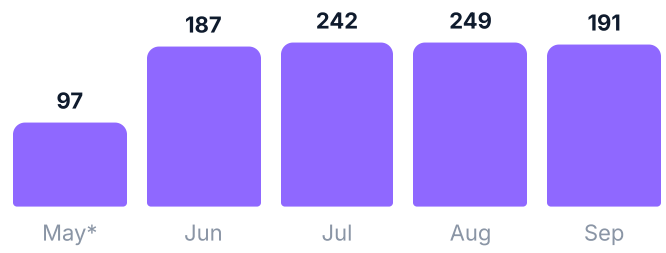
Clicks steady at about 400

Avg position 43.2 → 18.8

GEO: Google's AI shows Allstate Roofing pages

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

35
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	446
Roof grants	143
Buffalo NY page	104
Emergency roof service	81
Awards and credentials	78

SEO + GEO work behind the results

01
Location pages
Pages for each service area such as Columbia MD, Buffalo NY and Rochester NY.

02
Service schema
LocalBusiness, Service and offer catalog markup for roofing services.

03
Keyword-led titles
Titles like "Roof Replacement Rochester NY" that match local searches.

04
Trust content
Pages on roof grants, emergency service and credentials that AI answers 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: 400roof.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.