CASE STUDY · SEO + GEO

Daytona Laundromat: average position from #33 to #10 and 2x more keywords in the top 3

24-hour laundromat with pickup and delivery in Daytona Beach. After an SEO audit and fixes, average position moved to page 1 and "laundromat near me" searches bring more clicks. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Daytona Laundromat	Daytona Beach, Florida, USA	Wix	SEO + GEO	daytonalaundromat.com

Average Google position
10.4 from 33.3
23 spots higher

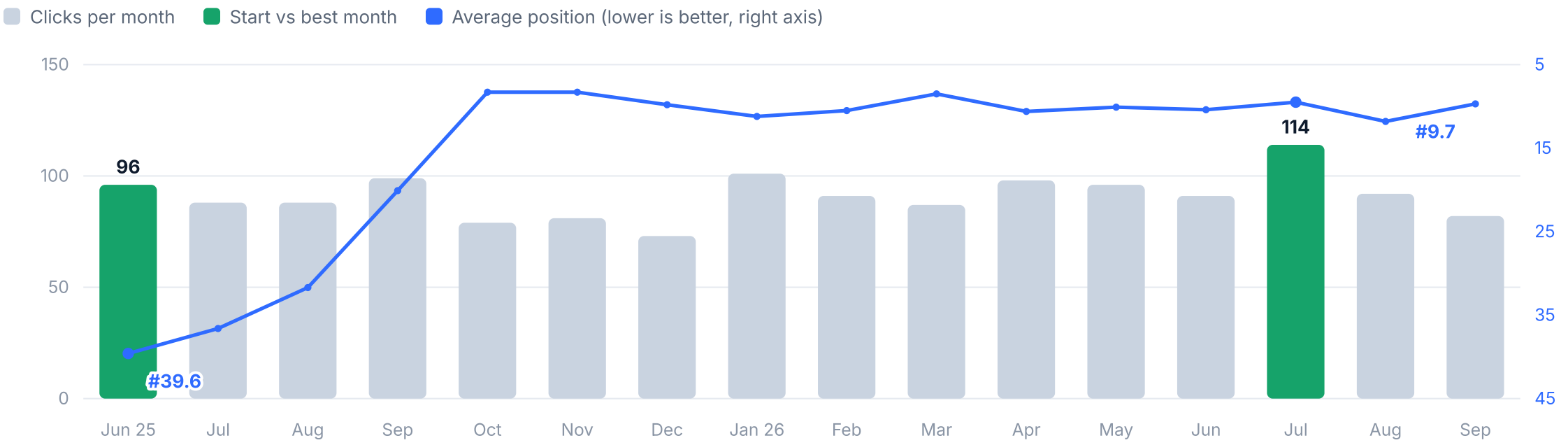
Keywords in Google top 3
201 from 99
2x

Keywords on page 1 (top 10)
696 from 480
+45%

Google AI feature impressions
1,720
19 pages shown

Average position reached page 1 from October 2025

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



"Near me" searches bring more clicks

Clicks, Jun to Sep 2025 vs Jun to Sep 2026

SEARCH QUERY	2025	2026	CHANGE
laundromat near me	28	**40**	+43%
laundry near me	4	**14**	3.5x
laundry service near me	7	**10**	+43%
laundromats near me	1	**6**	6x

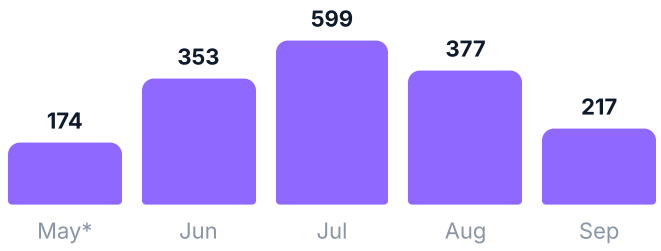
SAME PERIOD, WHOLE SITE

Clicks 364 → 379
Non-brand clicks 136 → 148
"laundry distributor daytona beach" position 25 → 10

GEO: Google's AI shows Daytona Laundromat

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

19
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	655
Free pickup and delivery	325
Laundromat tips (blog)	280
Self service laundry	261
Laundromats with free WiFi (blog)	166

SEO + GEO work behind the results

01
SEO audit
Full audit of the site with a clear list of fixes.

02
Keyword-led titles
Titles like "24 Hour Laundromat in Daytona Beach, FL" for local searches.

03
Service pages
Pages for pickup and delivery, self service and commercial laundry.

04
Helpful blog posts
Laundry tips and local guides that AI answers now 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: daytonalaundromat.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.