CASE STUDY · SEO + GEO

Denver Attachment Counseling: average position from #46 to #21 and 6,600+ AI impressions

Therapy practice in Denver offering EMDR, IFS and relational therapy. Helpful articles and clear service pages grew search reach and made the blog a regular source for Google's AI answers. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Denver Attachment Counseling	Denver, Colorado, USA	Wix	SEO + GEO	denverattachmentcounseling.com

Google organic clicks
447 from 333
+34%

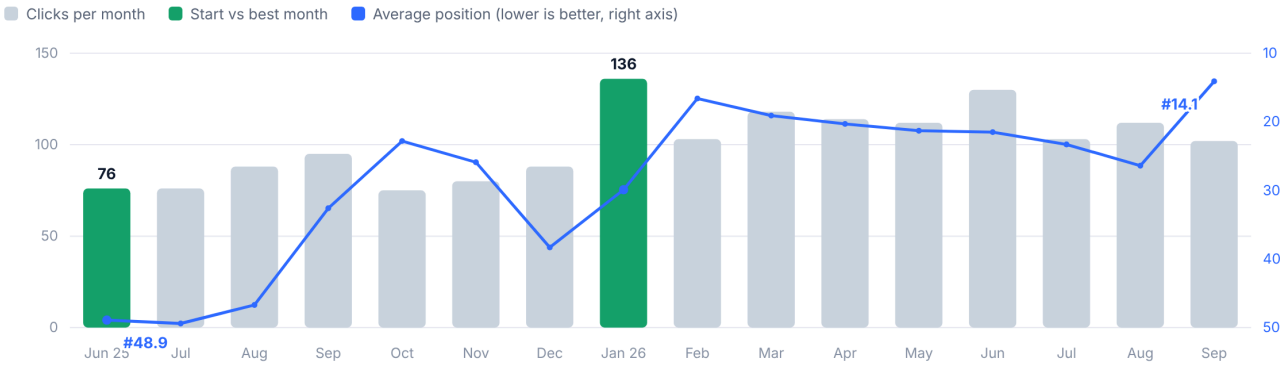
Average Google position
20.7 from 45.7
25 spots higher

Search impressions
64.4K from 35.3K
+82%

Google AI feature impressions
6,620
38 pages shown

Average position climbed from #49 to about #20

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



Ranking wins on therapy searches

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

SEARCH QUERY	2025	2026	SPOTS UP
reactive attachment disorder treatment	–	1.0	new #1
psychedelic integration denver	71.4	19.7	+52
cord cutting therapy	15.7	7.8	+8
attachment therapy denver	–	8.7	new

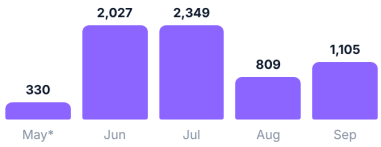
SAME PERIOD, WHOLE SITE

- New #1: "reactive attachment disorder treatment" (3,525 impressions)
- Clicks 333 → 447
- Impressions 35.3K → 64.4K

GEO: blog articles feed Google's AI answers

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

38
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Cord cutting guide (blog)	2,636
Silent treatment article (blog)	2,200
ACoA laundry list (blog)	533
Shame-informed therapy (blog)	266
Ruptures and repairs (blog)	264

SEO + GEO work behind the results

01 Answer-style articles
In-depth posts on topics like cord cutting and the silent treatment, written to answer real questions.

02 Service pages
Clear pages for EMDR, IFS and relational therapy so each service can rank on its own.

03 Local signals
Business details marked up as a LocalBusiness so Google ties the practice to Denver.

04 Monthly tracking
Search Console reviewed monthly to find topics that were close to page 1.

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: denverattachmentcounseling.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.

CASE STUDY · SEO + GEO · WIX

Denver Attachment Counseling: Average position from #46 to #21 and 6,600+ AI impressions

Client Denver Attachment Counseling · **Market** Denver, Colorado, USA · **Platform** Wix · **Service** SEO + GEO · **Website** denverattachmentcounseling.com

Attachment-focused therapy practice in the Denver area, covering EMDR, IFS, relational therapy and ketamine-assisted psychotherapy. Helpful articles and clear service pages grew search reach and made the blog a regular source for Google's AI answers. Every result below comes from Google Search Console.

01 Project brief and objective

The practice is led by Erika Baum, LPCC, an EMDR-trained, KAP-certified psychotherapist, author of Making Therapy Work and host of the Roots & Attachment Podcast. From 1 June to 29 September 2025 its site averaged position 45.7, on page 5, and its core local search, "attachment therapy denver", did not show it at all.

OBJECTIVE Answer the questions people search before they choose a therapist, and give each therapy service its own page so it can rank.

02 Technical workflow and methodology

STEP 01
Answer-style articles
Wrote in-depth posts on topics like cord cutting and the silent treatment that answer real questions.

STEP 02
Service pages
Built a clear page for each therapy service, such as EMDR, IFS and relational therapy, so each one can rank on its own.

STEP 03
Local signals
Marked up the business details as a LocalBusiness so Google ties the practice to the Denver area.

STEP 04
Monthly tracking
Reviewed Search Console monthly to find topics close to page 1.

Technical checklist, measured 10 November 2026

Technical SEO audit	109 URLs crawled · 108/109 self-canonical · 16 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 44.8 → 20.7
On-page SEO	109/109 pages with a title · 107 unique titles
Structured data and entity SEO	JSON-LD on 68 pages · Organization, BlogPosting, Person, Offer
Core Web Vitals	Field data tracked in Search Console
Internal linking	12 internal links per page · Key pages linked from 109 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

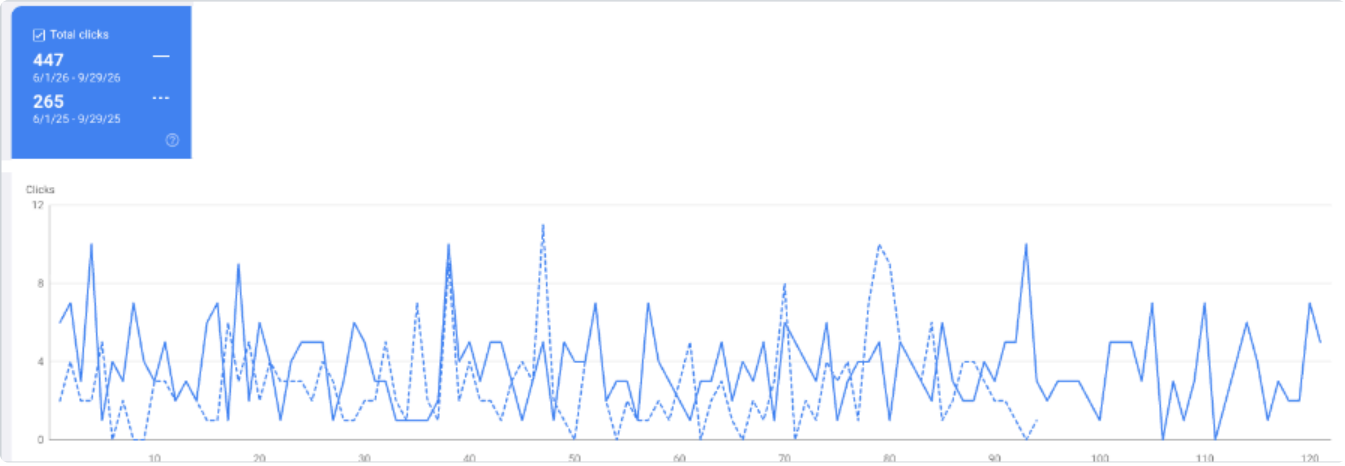
03 Tools used

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.

- **Average position improved from 45.7 to 20.7** (25 spots higher).
- **447 Google clicks**, up from 333 (+34%). Impressions grew from 35.3K to 64.4K (+82%).
- **New #1 ranking** for "reactive attachment disorder treatment" (3,525 impressions). "attachment therapy denver" now ranks at 8.7.
- **"psychedelic integration denver" climbed** from 71.4 to 19.7.
- **6,620 impressions in Google's AI features** since 18 May 2026, across 38 pages. The cord cutting guide (2,636) and the silent treatment article (2,200) lead.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 447 vs 265.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	258	**315**	▲22%
Google impressions	21K	**50.1K**	▲2.4x

Technical health

MEASURE	BEFORE	AFTER	CHANGE
HTTPS URLs 0 non-HTTPS		**16**	

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:
wixsolution.com/case-studies