CASE STUDY · SEO + GEO

Savanna Hair Solutions: 2.4x more Google clicks in six months

Hair loss and mesh integration salon in Paddington, Sydney. Salon schema, service pages and Sydney-focused titles more than doubled clicks and page 1 keywords. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Savanna Hair Solutions	Sydney, Australia	Wix	SEO + GEO	savannahair.com.au

Google organic clicks
124 from 51
2.4x

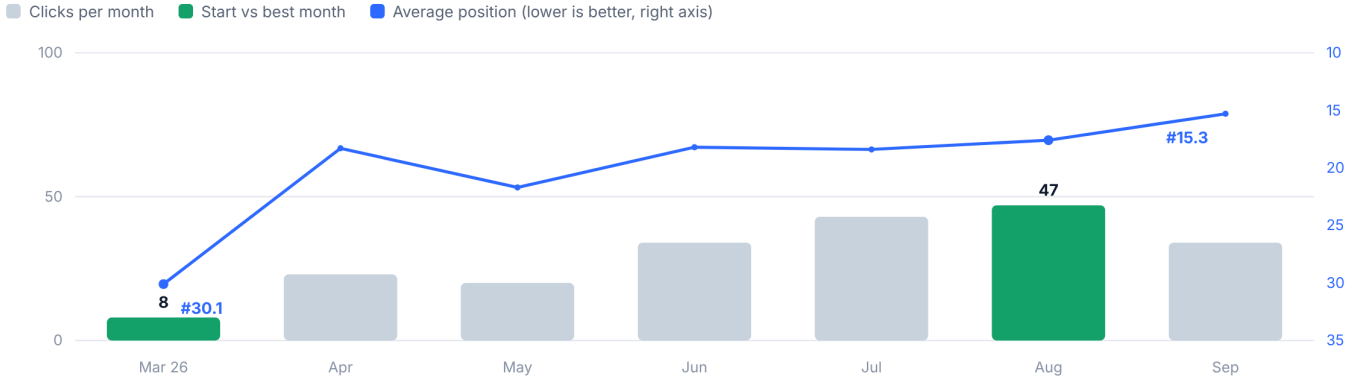
Keywords on page 1 (top 10)
70 from 31
2.3x

Keywords in Google top 3
21 from 10
2.1x

Google AI feature impressions
134
5 pages shown

Clicks grew from 8 to 47 a month

Monthly Google organic clicks and average position, Mar 2026 to Sep 2026



Hair solution searches moving up

Average Google position, Mar to May 2026 vs Jul to Sep 2026

SEARCH QUERY	BEFORE	AFTER	SPOTS UP
hair systems sydney	53	**35.7**	+17
mesh hair	26.9	**16.1**	+11
hair solutions	14.9	**6.6**	+8
mesh integration hair system near me	12.6	**6.7**	+6

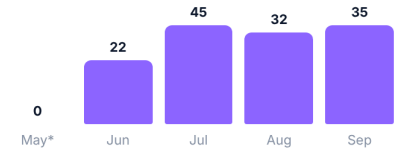
SAME PERIOD, WHOLE SITE

Avg position 23.3 → 17.2 | CTR 4.0% → 5.9% | Clicks 51 → 124

GEO: early presence in Google's AI answers

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

5
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	113
Hair education and training	20
Contact page	7

SEO + GEO work behind the results

01
Salon schema
HairSalon and LocalBusiness markup with address, hours and booking action.

02
Service pages
Pages for hair loss solutions, extensions and training in Sydney.

03
Sydney titles
Titles built around mesh integration and Sydney searches.

04
Monthly tracking
Search Console reviewed to push near-page-1 searches up.

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: savannahair.com.au. Comparison: 1 Mar to 31 May 2026 vs 1 Jul to 29 Sep 2026 (Search Console data starts Feb 2026). *AI feature data in Search Console starts 18 May 2026.

CASE STUDY · SEO + GEO · WIX

Savanna Hair Solutions: 2.4x more Google clicks in six months

Client Savanna Hair Solutions · **Market** Sydney, Australia · **Platform** Wix · **Service** SEO + GEO · **Website** savannahair.com.au

Paddington, Sydney salon for hair extensions and hair loss solutions, including mesh integration, with roots going back to 2003 in Christchurch, New Zealand. Salon schema, service pages and Sydney-focused titles more than doubled clicks and page 1 keywords. Every result below comes from Google Search Console.

01 Project brief and objective

Led by master wig maker Melissa Pireni, Savanna Hair Solutions helps women and children with hair loss, thinning and alopecia in complete privacy, and also trains stylists. From 1 March to 31 May 2026 its site earned 51 Google clicks and had 31 keywords on page 1. Specialist searches like "hair systems sydney" sat at position 53.

OBJECTIVE Reach people in Sydney searching for hair loss solutions and mesh integration, where every new client counts.

02 Technical workflow and methodology

STEP 01
Salon schema
Added HairSalon and LocalBusiness markup with address, hours and a booking action.

STEP 02
Service pages
Built pages for hair loss solutions, extensions and training in Sydney.

STEP 03
Sydney titles
Wrote titles around mesh integration and Sydney searches.

STEP 04
Monthly tracking
Reviewed Search Console to push near-page-1 searches up.

Technical checklist, measured 10 November 2026

Technical SEO audit	43 URLs crawled · 43/43 self-canonical · 5 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 23.3 → 17.2 · 70 keywords on page 1 · 21 keywords in Google top 3
On-page SEO	43/43 pages with a title · 43 unique titles
Structured data and entity SEO	JSON-LD on 27 pages · Person, Organization, BlogPosting, Event · 3 sameAs profiles
Core Web Vitals	Field data tracked in Search Console
Internal linking	8 internal links per page · Key pages linked from 43 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

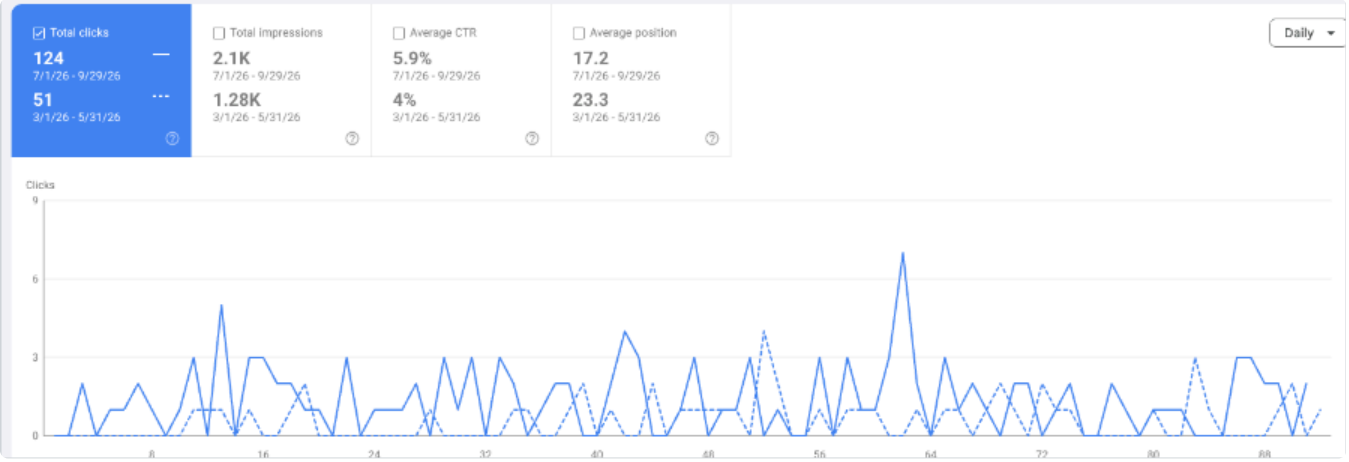
03 Tools used

Google Search Console · Wix SEO settings · JSON-LD structured data

04 Measurable outcomes

Search Console, 1 Mar to 31 May 2026 vs 1 Jul to 29 Sep 2026 (Search Console data starts Feb 2026).

- **124 Google clicks**, up from 51 (2.4x): from 8 a month to 47.
- **70 keywords on page 1**, up from 31 (2.3x), and 21 in the top 3, up from 10.
- **Average position improved from 23.3 to 17.2**, and click-through rate rose from 4.0% to 5.9%.
- **Specialist searches climbed:** "hair solutions" 14.9 → 6.6 (onto page 1), "mesh integration hair system near me" 12.6 → 6.7, "mesh hair" 26.9 → 16.1, "hair systems sydney" 53 → 35.7.
- **134 impressions in Google's AI features** since 18 May 2026, across 5 pages.



Search Console, captured 10 November 2026: 1 Jul to 29 Sep 2026 (solid) vs 1 Mar to 31 May 2026 (dashed). Clicks 124 vs 51.

Technical health

MEASURE	BEFORE	AFTER	CHANGE
HTTPS URLs 0 non-HTTPS		**5**	

Source: Google Search Console (web search), pulled 2 October 2026. Comparison 1 Mar to 31 May 2026 vs 1 Jul to 29 Sep 2026 (Search Console data starts Feb 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:
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