CASE STUDY · SEO + GEO

Chelmstone: 23% more Google clicks and 7,700+ impressions in Google's AI answers

Australian maker of commercial paving, tactile indicators and concrete products. We planned and improved content page by page across the product range, and product pages became regular sources for Google's AI answers. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Chelmstone	Australia	Wix	SEO + GEO	chelmstone.com.au

Google organic clicks
1.63K from 1.32K
+23%

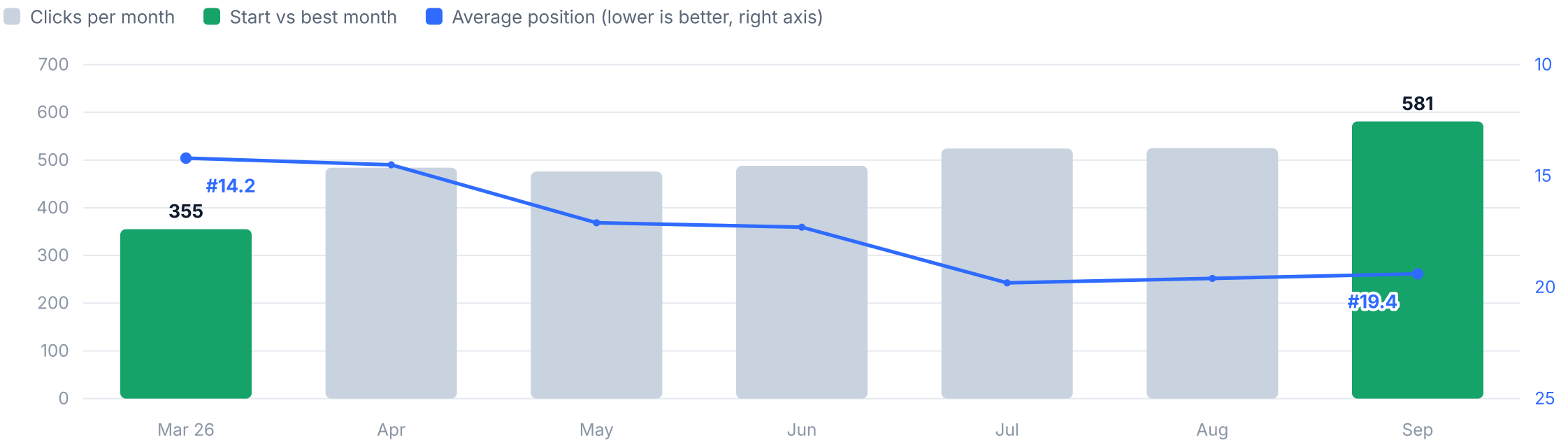
Search impressions
54K from 38.2K
+41%

Non-brand search clicks
206 from 185
+11%

Google AI feature impressions
7,787
54 pages shown

Clicks grew month after month

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



New product searches bringing clicks

Clicks, Mar to May 2026 vs Jul to Sep 2026

SEARCH QUERY	BEFORE	AFTER	CHANGE
exposed aggregate pavers	0	19	new
exposed aggregate concrete pavers	0	8	new
ripple slab	2	7	3.5x
bolted trap screw concrete surround	0	4	new

SAME PERIOD, WHOLE SITE

Clicks 1.32K → 1.63K

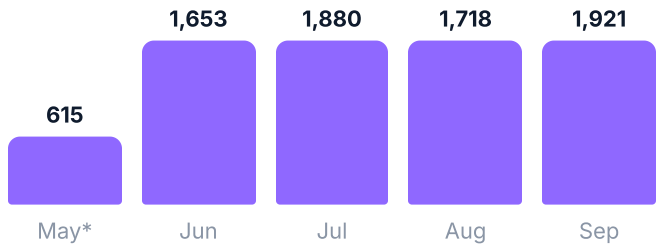
Impressions 38.2K → 54K

"bolted trap screw surround" position 21.1 → 5.9

GEO: product pages quoted in Google's AI answers

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

54
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Flat slabs	1,242
Lightweight slabs	931
Ripple slabs	722
Tactile paving	607
Plumbing surrounds	593

What we did

01
Page-by-page content plan
A content suggestion sheet for every key page, then the changes rolled out page by page.

02
Product page copy
Clear product details for slabs, tactile paving and surrounds that AI answers can quote.

03
Structured data
Organization, LocalBusiness and Brand markup so Google knows the company and its products.

04
Tracking
Search Console checks after each round of changes.

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