CASE STUDY · SEO + GEO · WIX

Gupta Smile Studio: 91% more Google clicks year over year, and 2.9x more search impressions

A family orthodontic practice in Dallas, Texas. Clicks from people who did not search the practice by name grew 85% too. Every figure comes from Google Search Console.

CLIENT	MARKET	PLATFORM	SERVICE	PERIOD
Gupta Smile Studio	Dallas, Texas, USA	Wix	SEO + GEO	Aug to Oct 2026 vs Aug to Oct 2025

Google clicks, Aug to Oct 2026	Google impressions, Aug to Oct 2026	Queries ranking on page 1, Aug to Oct	Impressions in Google's AI features, May to Oct
1,064	554K	380	18.1K
from 558 · +91%	from 188K · 2.9x	from 215 · +77%	Search Console beta report

Google clicks by month, August 2025 to October 2026

Each of the last three months beat the same month of 2025: 454 vs 154, 291 vs 193 and 319 vs 211.



Before and after

MEASURE	BEFORE	AFTER	CHANGE
Google clicks, year over year Aug–Oct 2026 vs Aug–Oct 2025	558	1,064	+91%
Google impressions, year over year Same periods	188K	554K	2.9x
Clicks from non-brand searches Queries without the word "gupta"	97	179	+85%
Queries ranking on page 1 Rows Search Console shows	215	380	+77%

Search visibility

46.6 → 34.9
Average position, year over year

50 → 119
Queries earning a click

4,017
Clicks, Nov 2025 to Oct 2026

1.91M
Impressions since July 2025

Patient searches that climbed

Average position, Aug–Oct 2025 → Aug–Oct 2026

invisalign dallas	49.9 → 17.3
teeth whitening near me	98.2 → 33.5
airway orthodontics	151 → 17.1
free braces consultation near me	41.4 → 15.7
gold braces	new at 7.2

WIX SOLUTION

Source: Google Search Console (web search and the Generative AI features report), pulled 9 November 2026. Screenshots of every report are on the case study page at wixsolution.com.

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Gupta Smile Studio: 91% more Google clicks year over year and 2.9x more search impressions for a Dallas orthodontist

Client Gupta Smile Studio · **Market** Dallas, Texas, USA · **Platform** Wix · **Service** SEO + GEO · **Website** guptasmilestudio.com

Family orthodontic practice in Dallas, on Wix. Google clicks up 91% year over year, impressions 2.9x, and 719 appointment key events from organic search in GA4. Every number below comes from Search Console, GA4 or a crawl of the live site, with screenshots.

01 Project brief and objective

Gupta Smile Studio is a family orthodontic practice in Dallas led by board-certified orthodontist Dr. Vick Gupta. Most search clicks came from people who already knew the name.

STARTING POINT 558 Google clicks (Aug to Oct 2025) · average position 46.6 · 215 queries on page 1

OBJECTIVE Win treatment searches from Dallas families in English and Spanish, turn them into booked consultations, and be cited in AI answers.

02 Technical workflow and methodology

STEP 01

Technical SEO audit

Full crawl of 204 URLs in English and Spanish, with Search Console indexing, HTTPS and sitemap checks.

- 204/204 pages with title and canonical
- 133 pages indexed
- 43/43 URLs on HTTPS

STEP 02

Keyword and intent mapping

One page per treatment and per area: airway orthodontics, adult braces, Invisalign, MARPE, Zoom whitening and TMJ Botox, plus Downtown Dallas, Oak Cliff and Bishop Arts.

- 16 treatment and area pages
- Non-brand clicks 97 → 179

STEP 03

On-page SEO

Keyword-led titles, H1s and URLs such as /airway-orthodontics-in-dallas. 65 answer-first guides with Spanish versions and hreflang.

- 128 guides in two languages
- hreflang on 178 pages
- 95% of images with alt text

STEP 04

Structured data and entity SEO

LocalBusiness and Dentist entity with address, geo, opening hours, founder, services and four social profiles. Service schema on 17 pages and FAQPage on 10, in each language. BlogPosting with a named author on every guide.

- JSON-LD on 168 pages
- 16 valid Breadcrumbs in Search Console

STEP 05

Core Web Vitals

Field data from the Chrome UX Report, tracked in the Search Console Core Web Vitals report.

- 0 poor URLs on mobile

STEP 06

Internal linking

Treatment and area pages are linked from every page in their language, so each guide points to a page where patients can book.

- 1,626 internal links in Search Console
- Treatment pages linked from 108 pages
- 19 internal links per page

STEP 07

AI search visibility (GEO)

Answer-first guides and FAQ schema give AI features short answers to quote. AI crawlers are allowed in robots.txt and llms.txt is live.

18.1K AI feature impressions | ChatGPT and Gemini visits 2x

03 Tools used

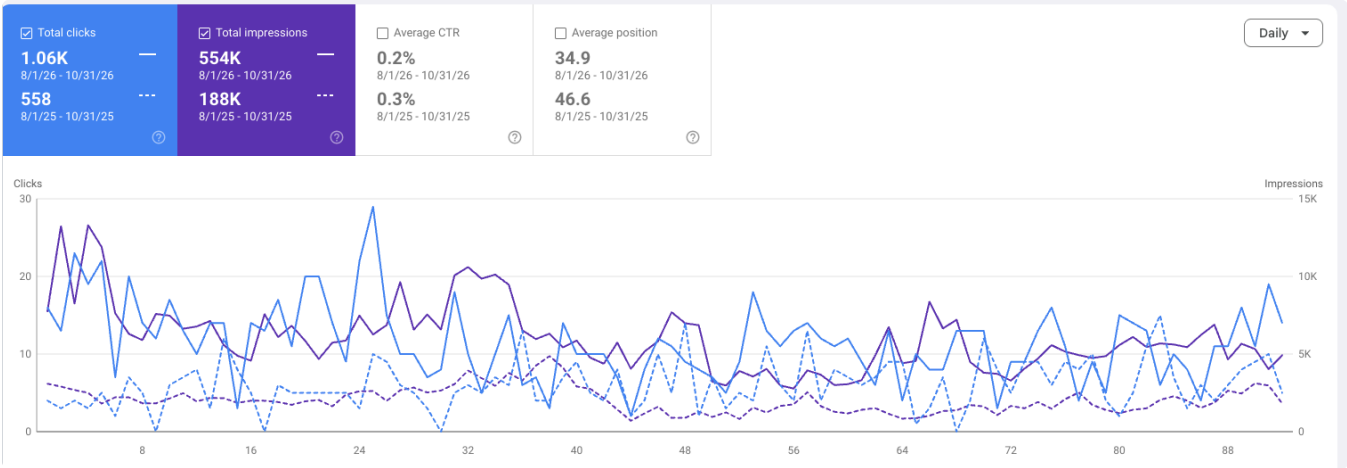
Google Search Console | Google Analytics 4 | Wix SEO settings | Wix Multilingual | JSON-LD schema

04 Measurable outcomes

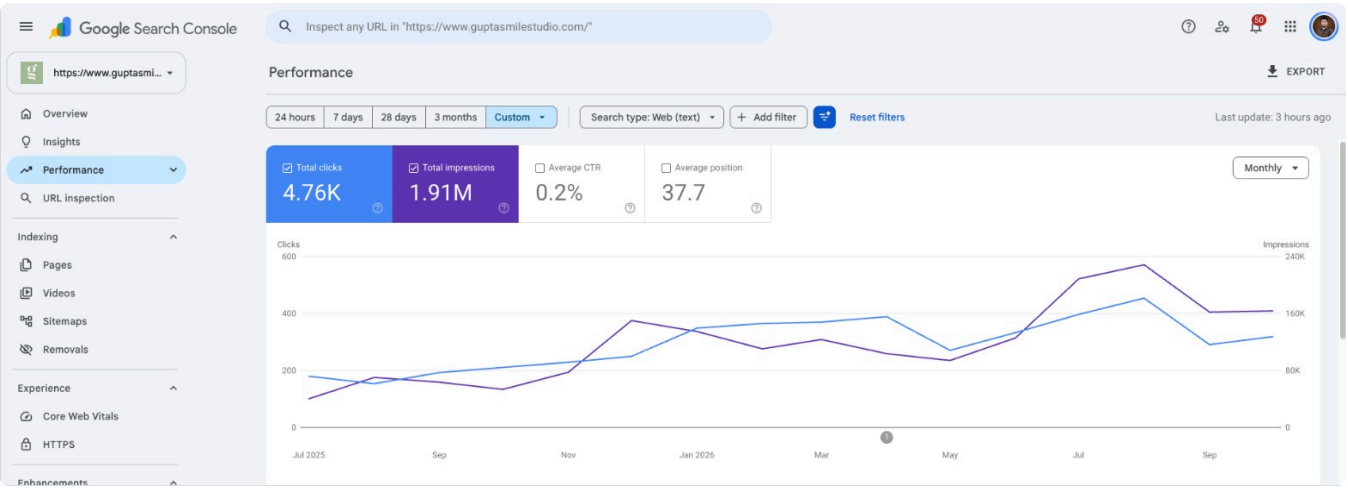
Search Console and GA4. August to October 2026 vs the same months of 2025.

Clicks and impressions

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	558	**1,064**	▲91%
Google impressions	188K	**554K**	▲2.9x
Clicks from non-brand searches queries without "gupta"	97	**179**	▲85%



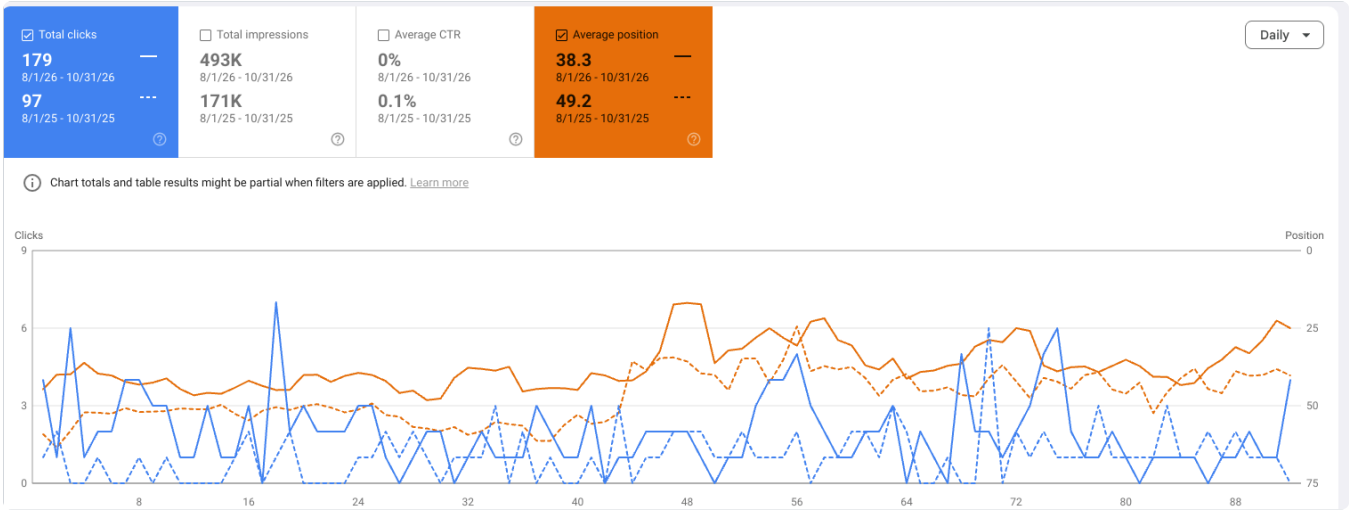
Search Console: Aug to Oct 2026 (solid) vs 2025 (dashed). Clicks 1.06K vs 558.



Monthly clicks and impressions, July 2025 to October 2026. Each of the last three months beat the same month of 2025.

Keyword ranking growth

MEASURE	BEFORE	AFTER	CHANGE
Queries ranking on page 1	215	**380**	▲77%
Queries earning a click	50	**119**	▲2.4x
Average position, all queries	46.6	**34.9**	▲11.7 places
“invisalign dallas” position	49.9	**17.3**	▲32.6 places
“airway orthodontics” position	151	**17.1**	▲133.9 places
“free braces consultation near me” position	41.4	**15.7**	▲25.7 places



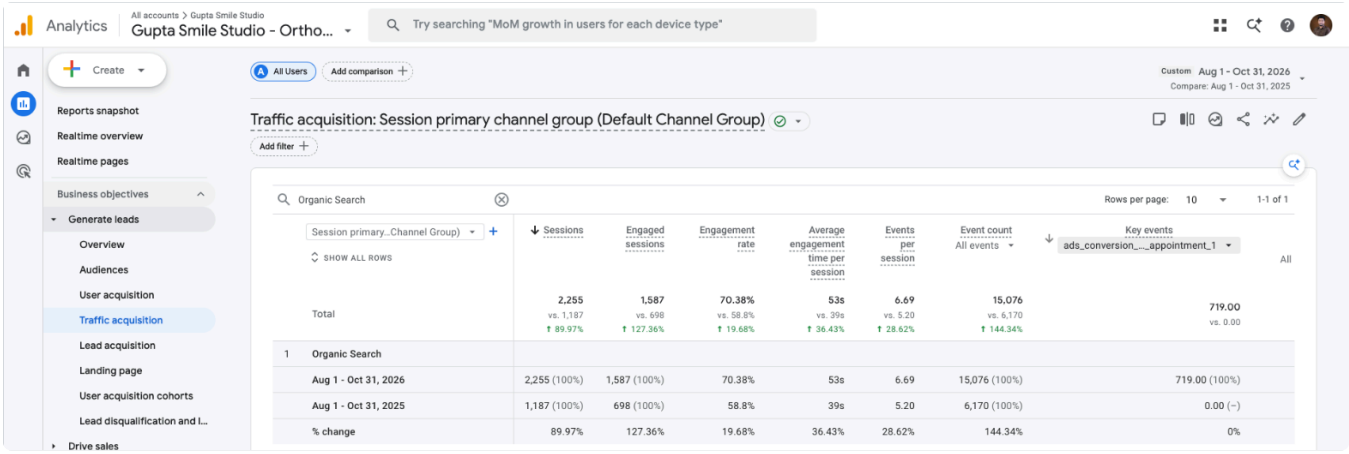
Searches without “gupta”: 179 clicks vs 97.

Top queries	Clicks 8/1/26 - 10/31/26	Clicks 8/1/25 - 10/31/25	Clicks Difference	Position 8/1/26 - 10/31/26	Position 8/1/25 - 10/31/25	Position Difference
gold braces	8	0	8	7.2	0	7.2
orthodontist near me	9	3	6	40.4	49.2	-8.8
invisalign dallas	6	0	6	17.3	49.9	-32.6
teeth whitening near me	5	0	5	33.5	98.2	-64.7
airway dentist dallas	5	0	5	11.3	9.3	2
airway orthodontics	4	0	4	17.1	151	-133.9

Non-brand query gains, sorted by click change.

Conversions and engagement (GA4)

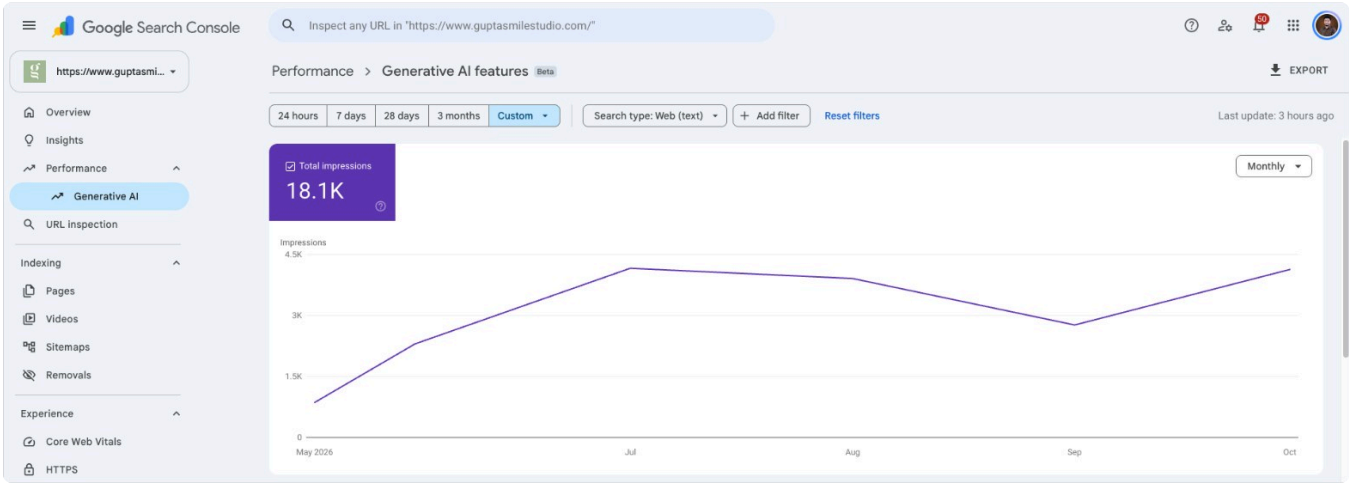
MEASURE	BEFORE	AFTER	CHANGE
“Book appointment” key events from organic search Aug to Oct 2026		**719**	
Organic search sessions	1,187	**2,255**	▲90%
Organic engaged sessions	698	**1,587**	▲127%
Organic engagement rate	58.8%	**70.4%**	▲11.6 pts



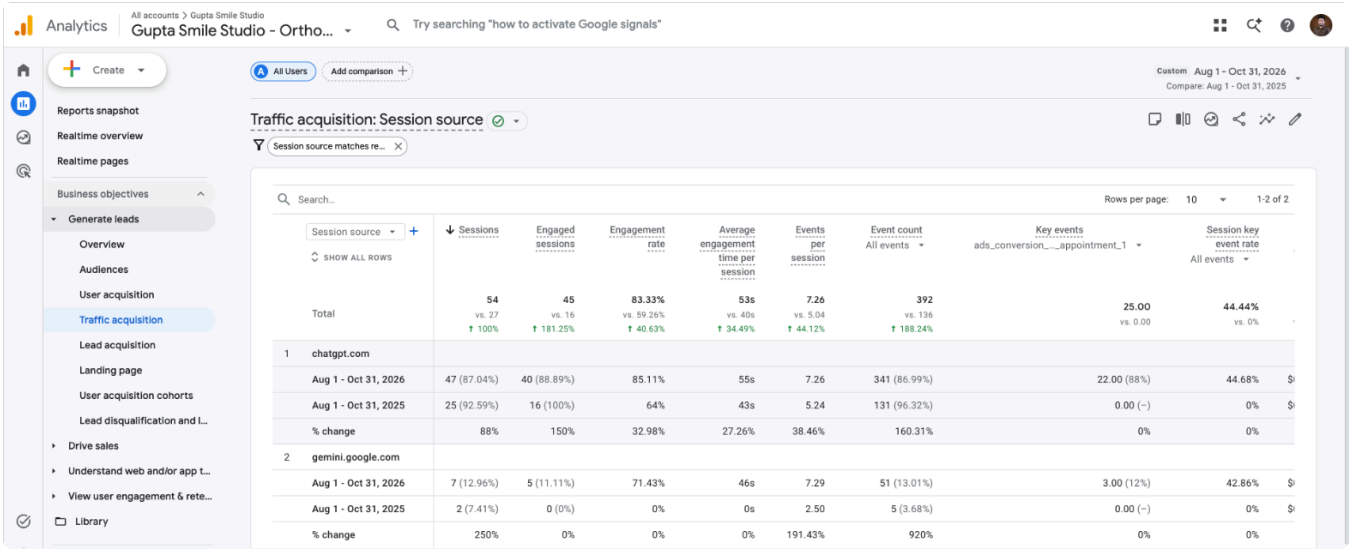
GA4, Organic Search: 2,255 sessions vs 1,187 and 719 “Book appointment” key events.

AI search visibility

MEASURE	BEFORE	AFTER	CHANGE
Impressions in Google’s AI features May to Oct 2026, Search Console report		**18.1K**	
Visits from ChatGPT and Gemini GA4	27	**54**	▲2x



Generative AI features report: 18.1K impressions, May to Oct 2026.



GA4, sessions from chatgpt.com and gemini.google.com: 54 vs 27.

Source: Google Search Console and Google Analytics 4, pulled 9 November 2026. Technical figures: full crawl of 204 URLs and Search Console, 10 November 2026. Main comparison: 1 Aug to 31 Oct 2026 vs 1 Aug to 31 Oct 2025. Non-brand means queries without “gupta”.

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Prepared by WiX Solution, SEO and AI search agency. More case studies:
wixsolution.com/case-studies