CASE STUDY · SEO + GEO

Renelyn Thomas: 78% more Google clicks and click-through rate doubled

Makeup artist in Atlanta offering makeup services and private lessons. Service-focused titles and pages moved key makeup searches from pages 5 to 10 up to pages 2 and 3. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Renelyn Thomas	Atlanta, Georgia, USA	Wix	SEO + GEO	renelynthomas.com

Google organic clicks
282 from 158
+78%

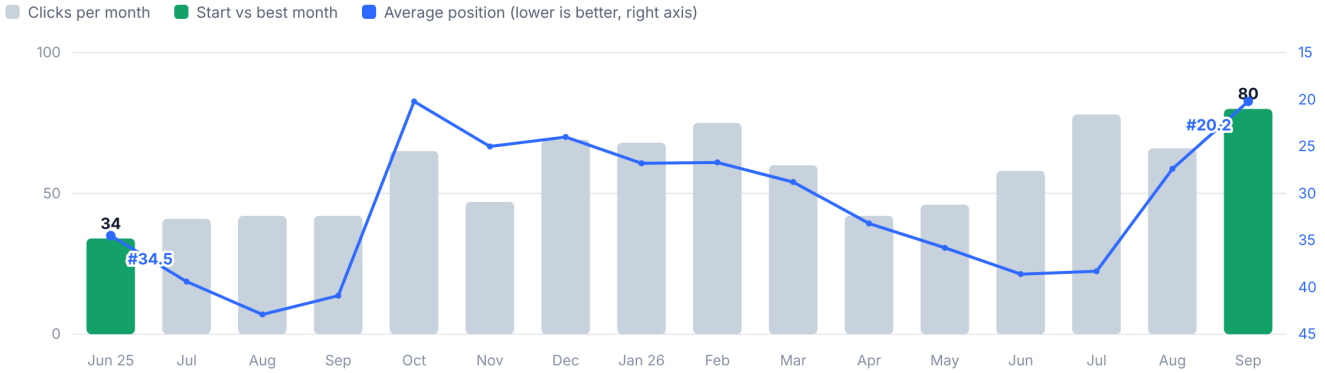
Click-through rate
1.9% from 0.9%
2.1x

Keywords on page 1 (top 10)
83 from 53
+57%

Google AI feature impressions
249
8 pages shown

Clicks nearly doubled year over year

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



Ranking jumps on makeup searches

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

SEARCH QUERY	2025	2026	SPOTS UP
makeup makeover	98.2	**24.7**	+74
makeup consultant near me	90.7	**16.5**	+74
make up lessons near me	50.5	**10.6**	+40
makeup services	44.1	**13.7**	+30

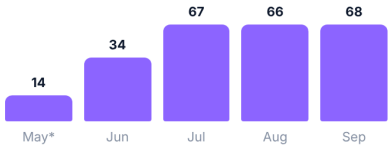
SAME PERIOD, WHOLE SITE

- Avg position 40.3 → 31.9
- "makeup lessons near me" clicks 3 → 7
- "makeup classes near me" clicks 4 → 8

GEO: early presence in Google's AI answers

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

8
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	206
Male to female SFX makeup	25
Contact page	9
Private lessons	7

SEO + GEO work behind the results

01 Service-led titles
Titles like "Makeup Artist in Atlanta | Makeup Lessons" built around what clients search.

02 Service pages
Pages for lessons, consultations and special effects makeup so each service can rank.

03 Local signals
LocalBusiness markup and consistent business details for Atlanta searches.

04 Monthly tracking
Search Console reviewed to push "near me" searches onto 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: renelynthomas.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

Renelyn Thomas: 78% more Google clicks and click-through rate doubled

Client Renelyn Thomas · **Market** Atlanta, Georgia, USA · **Platform** Wix · **Service** SEO + GEO · **Website** renelynthomas.com

Atlanta makeup artist with 15+ years of experience, specializing in luxury bridal makeup and makeup education. Service-focused titles and pages moved key makeup searches from pages 5 to 10 up to pages 2 and 3. Every result below comes from Google Search Console.

01 Project brief and objective

Renelyn Thomas works from a West Midtown Atlanta studio, offering bridal makeup, private lessons and group classes. From 1 June to 29 September 2025 her site's click-through rate was 0.9% and its average position 40.3. "makeup consultant near me" sat at 90.7 and "makeup services" at 44.1.

OBJECTIVE Turn more search appearances into visits, and lift the service searches clients use to book a makeup artist or a lesson.

02 Technical workflow and methodology

STEP 01
Service-led titles
Wrote titles like "Makeup Artist in Atlanta | Makeup Lessons" built around what clients search.

STEP 02
Service pages
Built pages for lessons, consultations and special effects makeup so each service can rank.

STEP 03
Local signals
Added LocalBusiness markup and consistent business details for Atlanta searches.

STEP 04
Monthly tracking
Reviewed Search Console to push "near me" searches toward page 1.

Technical checklist, measured 10 November 2026

Technical SEO audit	69 URLs crawled · 69/69 self-canonical · 12 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 41.2 → 31.9 · 83 keywords on page 1
On-page SEO	69/69 pages with a title · 69 unique titles
Structured data and entity SEO	JSON-LD on 57 pages · Organization, BlogPosting, Person, Event · 1 valid Product snippets
Core Web Vitals	12 good URLs on mobile · 0 poor URLs
Internal linking	14 internal links per page · Key pages linked from 69 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.

- **282 Google clicks**, up from 158 (+78%).
- **1.9% click-through rate**, up from 0.9% (2.1x).
- **83 keywords on page 1**, up from 53 (+57%). Average position improved from 40.3 to 31.9.
- **Makeup searches climbed:** "makeup makeover" 98.2 → 24.7, "makeup consultant near me" 90.7 → 16.5, "makeup services" 44.1 → 13.7.
- **"Near me" clicks doubled:** "makeup lessons near me" 3 → 7, "makeup classes near me" 4 → 8.
- **249 impressions in Google's AI features** since 18 May 2026, across 8 pages.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 282 vs 127.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	149	**231**	▲55%

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Good URLs on mobile, Core Web Vitals 0 poor URLs		**12**	
HTTPS URLs 0 non-HTTPS		**12**	

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