CASE STUDY · SEO + GEO

Industry Makeup Academy: average position from #55 to #18 and 3.7x more keywords on page 1

Makeup school in Atlanta. Course pages, local titles and helpful articles moved key "makeup class near me" searches from page 7 to the top 5. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Industry Makeup Academy	Atlanta, Georgia, USA	Wix	SEO + GEO	ima-atlanta.com

Average Google position
18.0 from 54.6
37 spots higher

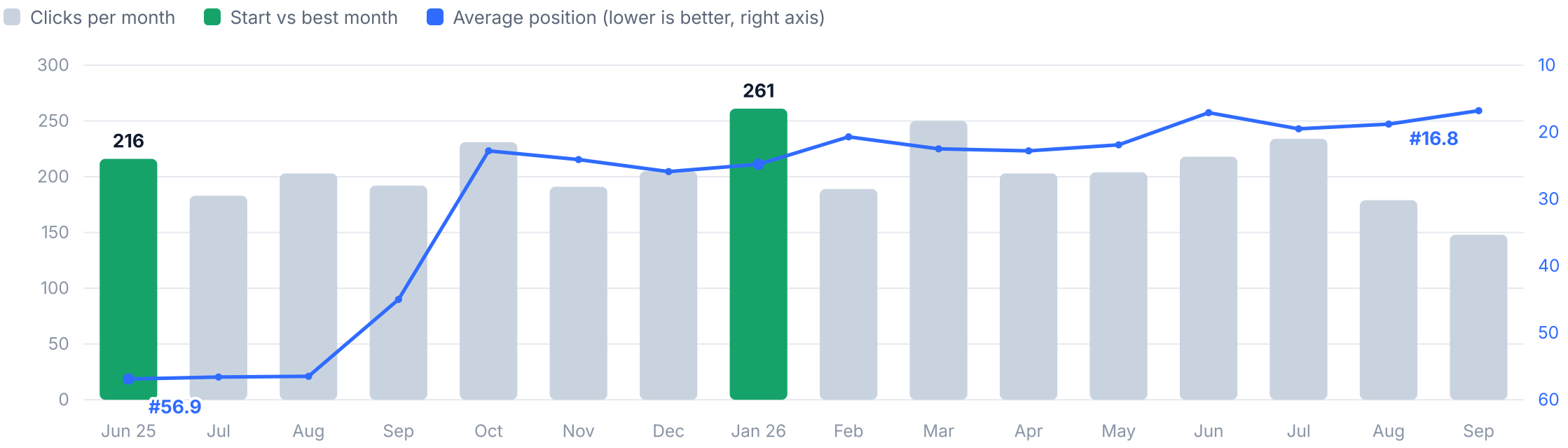
Keywords on page 1 (top 10)
319 from 87
3.7x

Keywords in Google top 3
60 from 32
+88%

Google AI feature impressions
3,552
46 pages shown

Average position jumped from #57 to about #20

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



Big ranking jumps on course searches

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

SEARCH QUERY	2025	2026	SPOTS UP
makeup class near me	66.3	**3.1**	+63
make up lessons near me	69.5	**4**	+66
school for makeup artist	73	**8.9**	+64
private makeup classes near me	86.5	**13.7**	+73
best schools for makeup	84.4	**16.2**	+68

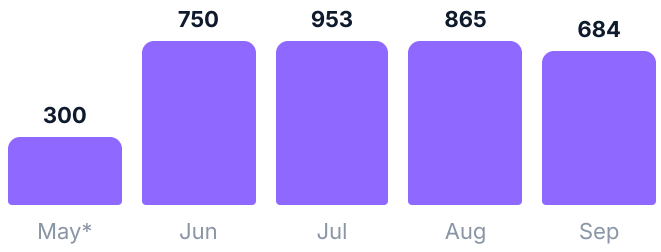
SAME PERIOD, WHOLE SITE

- Clicks steady at about 780
- "makeup academy" clicks 3 → 7
- "makeup school near me" position 70.9 → 27.5

GEO: course pages shown in Google's AI answers

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

46
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	1,227
Personal makeup classes	771
Allergy season makeup (blog)	359
Programs and fees	306
1-on-1 makeup lesson	261

SEO + GEO work behind the results

01
Course pages
Pages for programs, fees and personal classes built around what students search.

02
Local titles
Titles like "Makeup School in Atlanta | Georgia" for local searches.

03
Helpful articles
Blog posts such as makeup for allergy season that AI answers now show.

04
Business markup
LocalBusiness details so Google ties the academy to Atlanta.

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: ima-atlanta.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.