CASE STUDY · SEO + GEO

GrandGuard Piano: 17x more Google clicks and AI impressions up 20x since June

Piano-only moving company in the Washington DC area. We optimized the Google Business Profile, added moving company schema and built helpful piano moving guides. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
GrandGuard Piano Services	North Bethesda, Maryland, USA	Wix	SEO + GEO	grandguardpiano.com

Google organic clicks
212 from 12
17x

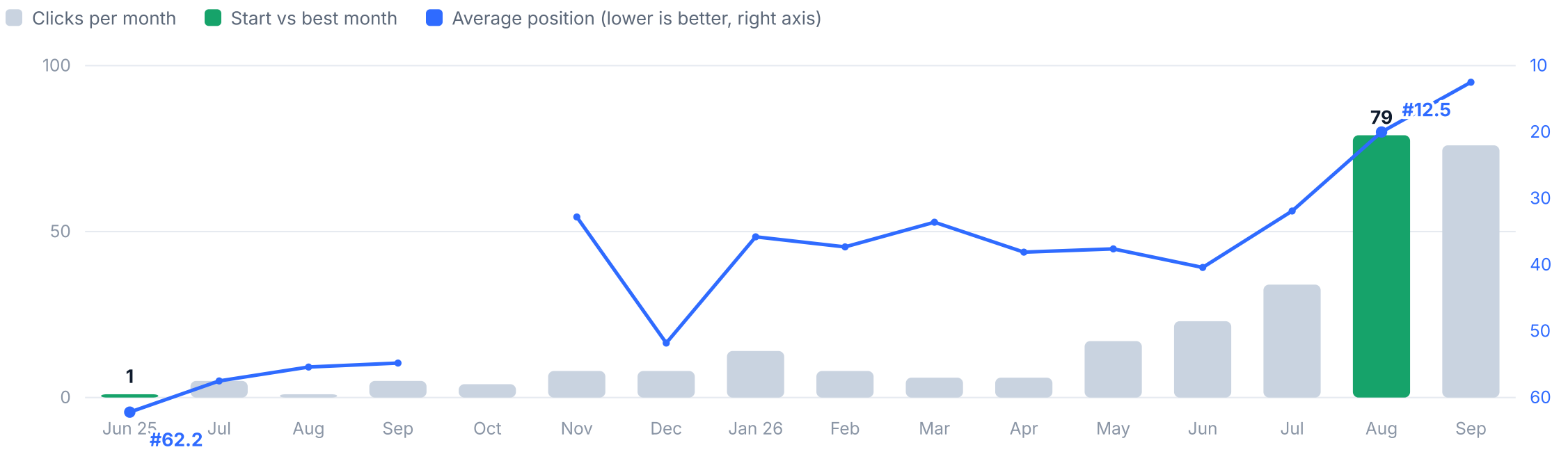
Keywords on page 1 (top 10)
114 from 6
19x

Keywords in Google top 3
49 from 4
12x

Google AI feature impressions
1,545
33 pages shown

From near zero to 79 clicks a month

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



Piano moving searches now on page 1

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

SEARCH QUERY	2025	2026	SPOTS UP
piano moving service	87	**5.6**	+81
piano moving services	79	**4.2**	+75
piano moving company	75	**11.2**	+64
piano movers near me	12	**2.6**	+9
piano moving services near me	–	**2.1**	new top 3

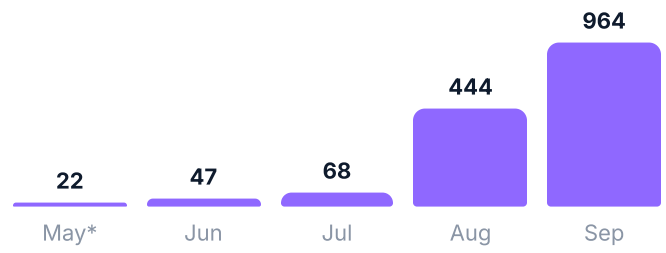
SAME PERIOD, WHOLE SITE

Avg position 58.1 → 21.3
Impressions 2.07K → 13K
AI impressions 47 (Jun) → 964 (Sep)

GEO: AI impressions up 20x since June

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

33
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Piano shipping cost guide (blog)	786
Homepage	316
Steinway storage guide (blog)	203
Climate control article (blog)	83
Piano moving page	46

What we did

01
Google Business Profile
Optimized the profile with the right categories, services and details for local piano moving searches.

02
Moving company schema
MovingCompany, Service and offer markup so Google and AI tools understand the services.

03
Helpful guides
Guides on piano shipping costs, Steinway storage and climate control that AI answers now quote.

04
Local and nationwide pages
Titles and pages for both local moves and long-distance piano moving.

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: grandguardpiano.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.