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%

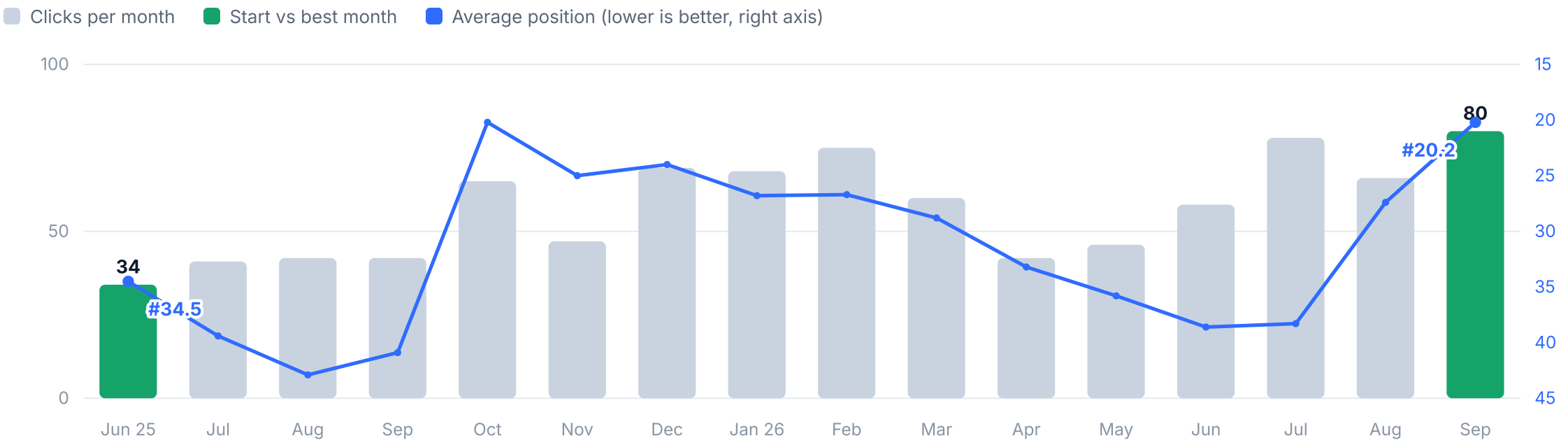
Click-through rate
1.9% from 0.9%
2.1x

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

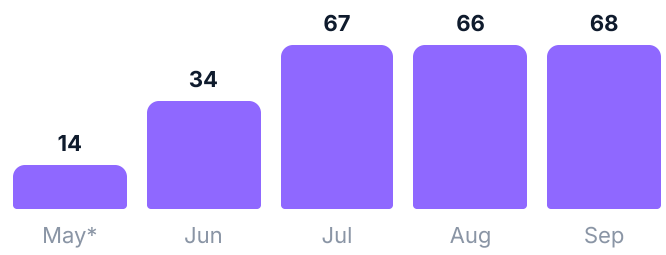
SAME PERIOD, WHOLE SITE

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.