CASE STUDY · SEO + GEO

LB Electrical: 2.3x more Google clicks and 3.6x more keywords in the top 3

Certified electrical contractor in Bedford covering EV chargers, solar and safety testing. Rich electrician schema, service pages and local town targeting moved the site from page 5 to page 3 on average. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
LB Electrical	**Bedford, UK**	**Wix**	**SEO + GEO**	**lbelectrical.co.uk**

Google organic clicks
389 from 172
2.3x

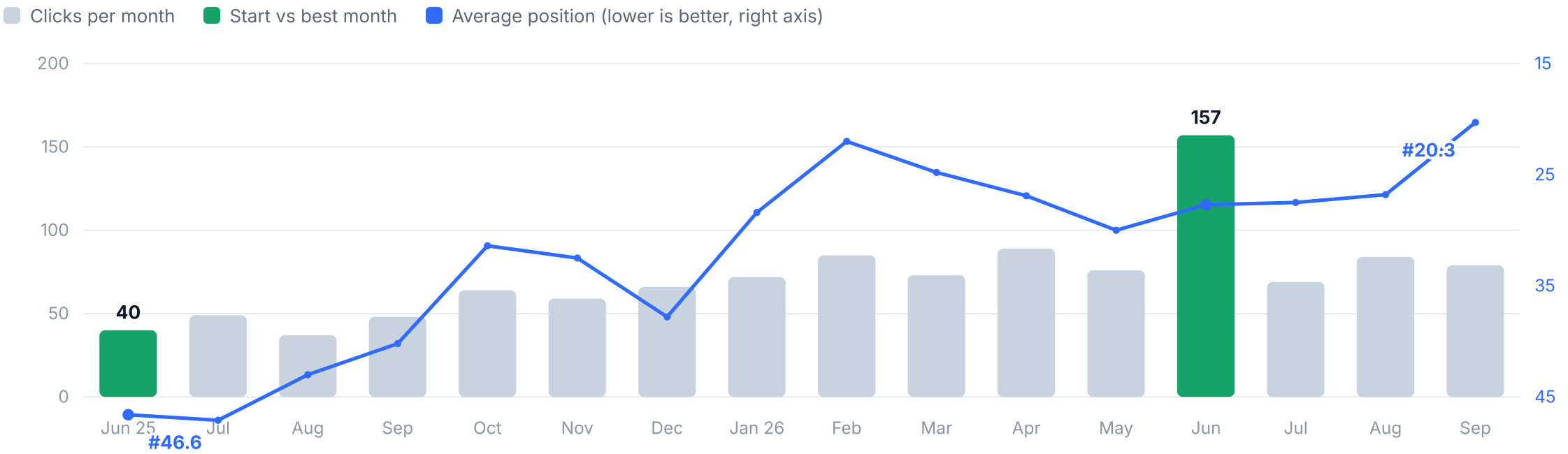
Keywords on page 1 (top 10)
215 from 79
2.7x

Keywords in Google top 3
40 from 11
3.6x

Google AI feature impressions
1,979
38 pages shown

Clicks more than doubled as average position rose from #47 to #20

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



Big ranking jumps on local service searches

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

SEARCH QUERY	2025	2026	SPOTS UP
solar pv maintenance shefford	80.5	**11.4**	+69
solar inverters arlesey	85	**20.7**	+64
cable management services	71.1	**16.3**	+55
ozev approved installer bedford	83.5	**29.9**	+54
emergency lighting bedford	–	**2.7**	new top 3

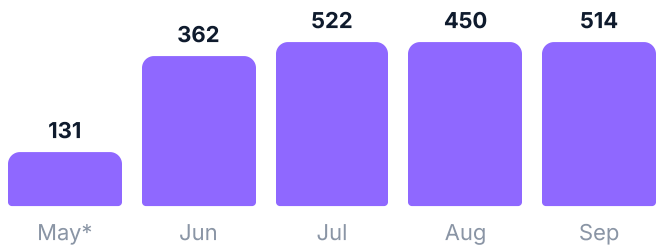
SAME PERIOD, WHOLE SITE

Avg position 44.7 → 26.1 | CTR 0.2% → 0.6% | Non-brand clicks 31 → 68

GEO: Google's AI shows LB Electrical services

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

38
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	395
GivEnergy batteries	286
myenergi eddi diverter	150
RCD testing	106
Emergency lighting	100

SEO + GEO work behind the results

01 Electrician schema
Electrician, Service, rating and credential markup so Google and AI tools can read services and trust signals.

02 Service pages
Dedicated pages for RCD testing, emergency lighting, GivEnergy batteries and EV chargers.

03 Town targeting
Pages and copy for nearby towns like Shefford, Arlesey and Leighton Buzzard.

04 Keyword-led titles
Titles such as "Certified Electrical Contractors In Bedford" that match how people search.

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: lbelectrical.co.uk. Comparison: 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026. *AI feature data in Search Console starts 18 May 2026.