CASE STUDY · SEO + GEO

Bump & Mamas: 2.7x more Google clicks and 462 keywords on page 1

Maternity wellness and baby massage business in Birmingham. Service pages for classes and massage, plus local titles, grew search reach more than five times in a year. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Bump & Mamas	Birmingham, UK	Wix	SEO + GEO	bumpandmamas.com

Google organic clicks
147 from 54
2.7x

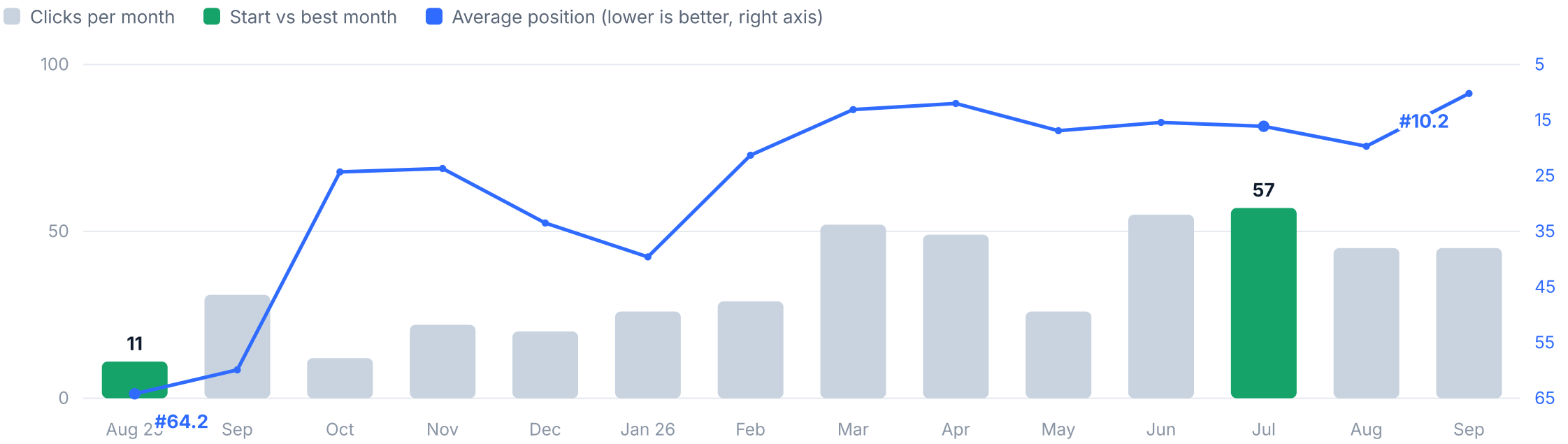
Search impressions
10.7K from 1.88K
5.7x

Keywords on page 1 (top 10)
462 from 13
35x

Google AI feature impressions
248
20 pages shown

Average position rose from #64 to #10

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



Local class searches now on page 1

Average Google position, Aug to Oct 2025 vs Jul to Sep 2026

SEARCH QUERY	2025	2026	CHANGE
antenatal classes birmingham	–	1.6	new top 3
baby bump	–	2.7	new top 3
baby massage birmingham	–	6.1	new, 8 clicks
mamas and mamas	43.2	19.9	+23

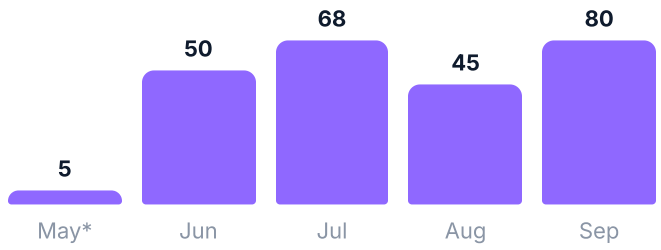
SAME PERIOD, WHOLE SITE

Top 3 keywords 4 → 182 | Avg position 52.0 → 14.9 | Clicks 54 → 147

GEO: early presence in Google's AI answers

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

20
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	127
Events list	40
Service page	35
Service page	26

SEO + GEO work behind the results

01
Service pages
Pages for antenatal classes, baby massage and pregnancy massage in Birmingham.

02
Local titles
Titles that include Birmingham and England so local parents find the classes.

03
Events and shop
Event listings and shop pages that give Google more relevant pages to show.

04
Business markup
LocalBusiness and Person details so Google knows who runs the classes.

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: bumpandmamas.com. Comparison: 1 Aug to 31 Oct 2025 vs 1 Jul to 29 Sep 2026 (Search Console data starts Aug 2025). *AI feature data in Search Console starts 18 May 2026.