CASE STUDY · SEO + GEO

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

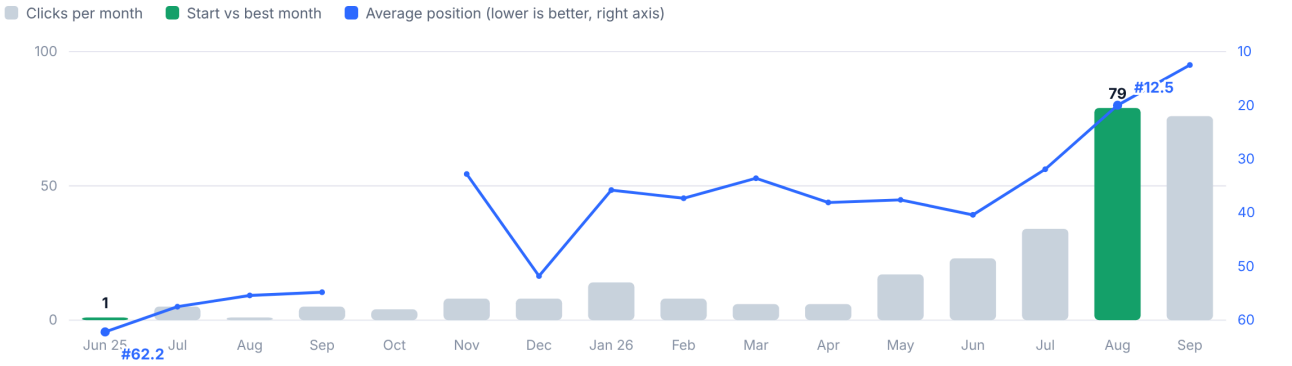
Piano-only moving company in the Washington DC area. We optimized the Google Business Profile, added moving company schema and built helpful piano moving guides. Below are real numbers from Google Search Console.

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

| Google organic clicks | Keywords on page 1 (top 10) | Keywords in Google top 3 | Google AI feature impressions |
|---|---|---|---|
| **212** from 12 | **114** from 6 | **49** from 4 | **1,545** |
| 17x | 19x | 12x | 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

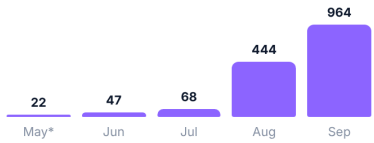
- Avg position 58.1 → 21.3
- Impressions 2.07K → 13K
- AI impressions 47 (Jun) → 964 (Sep)

## 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.

CASE STUDY · SEO + GEO · WIX

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

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

Family-owned, piano-only moving company serving the Washington DC area and long-distance moves across the lower 48 states, with climate-controlled piano storage. We optimized the Google Business Profile, added moving company schema and built helpful piano moving guides. Every result below comes from Google Search Console.

## 01 Project brief and objective

GrandGuard moves only pianos and partners with Steinway Piano Gallery, covering DC, Maryland and Northern Virginia. Yet from 1 June to 29 September 2025 its site earned just 12 Google clicks, had 6 keywords on page 1 and averaged position 58.1. "piano moving service" sat at position 87, on page 9.

OBJECTIVE Make GrandGuard the go-to result for piano movers in the DC area, and a trusted source for the piano shipping questions Google's AI now answers.

## 02 Technical workflow and methodology

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

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

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

STEP 04
### Local and nationwide pages
Built titles and pages for both local moves and long-distance piano moving.

### Technical checklist, measured 10 November 2026

| | |
|---|---|
| Technical SEO audit | 59 URLs crawled · 59/59 self-canonical · 65 pages indexed · 31 HTTPS URLs, 0 non-HTTPS |
| Keyword and intent mapping | Average position 56.7 → 21.3 · 114 keywords on page 1 · 49 keywords in Google top 3 |
| On-page SEO | 59/59 pages with a title · 59 unique titles · 57/59 meta descriptions · 100% of images with alt text |
| Structured data and entity SEO | JSON-LD on 50 pages · Service, Organization, BreadcrumbList, MovingCompany · 7 sameAs profiles · 13 valid Breadcrumbs |
| Core Web Vitals | Field data tracked in Search Console |
| Internal linking | 26 internal links per page · Key pages linked from 59 pages |
| AI search visibility (GEO) | AI crawlers allowed in robots.txt · llms.txt live |

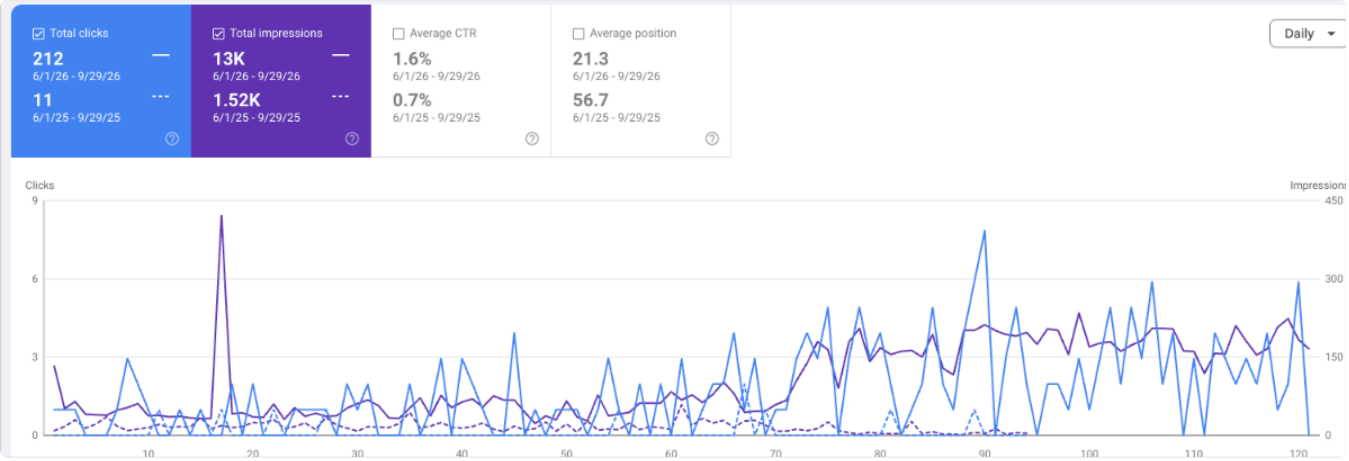
## 03 Tools used

Google Search Console | Google Business Profile | Wix SEO settings | JSON-LD structured data

## 04 Measurable outcomes

Search Console, 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026.

- **212 Google clicks**, up from 12 (17x). The best month brought 79.
- **114 keywords on page 1**, up from 6 (19x), and **49 in the top 3**, up from 4 (12x).
- **Average position improved from 58.1 to 21.3**, and impressions grew from 2.07K to 13K.
- **Page 1 for the money searches:** "piano moving service" 87 → 5.6, "piano moving services" 79 → 4.2, "piano movers near me" 12 → 2.6, plus a new top 3 spot for "piano moving services near me" (2.1).
- **AI impressions up 20x:** 47 in June to 964 in September 2026, and 1,545 in total since 18 May 2026, across 33 pages. The piano shipping cost guide leads with 786.




Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 212 vs 11.

### Latest quarter: August to October 2026 vs 2025

| MEASURE | BEFORE | AFTER | CHANGE |
|---|---|---|---|
| **Google clicks** | 10 | **264** | ▲26.4x |
| **Google impressions** | 1.02K | **18.6K** | ▲18.2x |

### Technical health

| MEASURE | BEFORE | AFTER | CHANGE |
|---|---|---|---|
| **Indexed pages**<br>Search Console | | **65** | |
| **HTTPS URLs**<br>0 non-HTTPS | | **31** | |

Source: Google Search Console (web search), pulled 2 October 2026. Comparison 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026. Keyword counts are queries with an average position of 10 or better; top 3 means 3 or better. AI feature data in Search Console starts 18 May 2026. Technical checklist and screenshot: crawl of the live site and Search Console on 10 November 2026. Search Console can revise older figures slightly after the first pull.

WiX SOLUTION

Prepared by WiX Solution, SEO and AI search agency. More case studies: wixsolution.com/case-studies