CASE STUDY · SEO + GEO

# Mr. Stitch: average Google position from #22 to #11 and click-through rate up 58%

Los Angeles custom embroidery shop on Wix. We cleaned up the SEO tags, added rich structured data with FAQs and services, and tuned the pages for local buyer searches. Below are real numbers from Google Search Console.

| Client | Market | Platform | Service | Website |
|---|---|---|---|---|
| Mr. Stitch Embroidery | Los Angeles, USA | Wix | Monthly SEO + GEO retainer | mr-stitch.com |

**Average Google position**
**11.5** from 21.9
10 spots higher

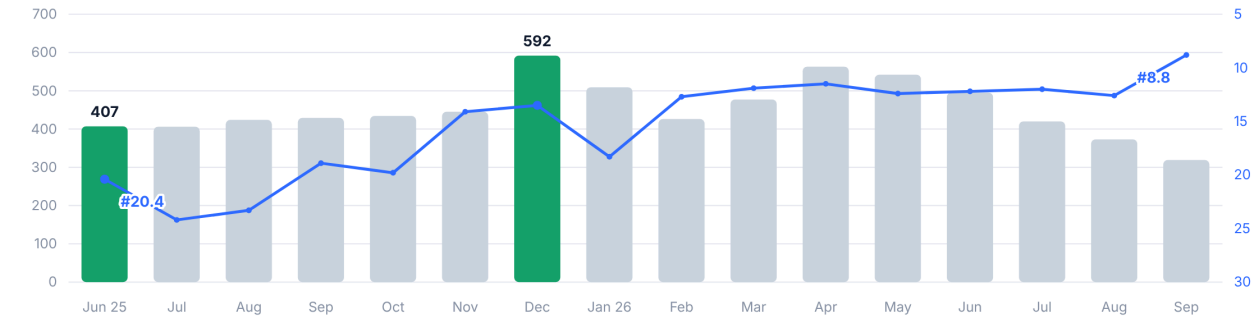
**Keywords on page 1 (top 10)**
**709** from 538
+32%

**Click-through rate**
**3.0%** from 1.9%
+58%

**Google AI feature impressions**
**1,573**
since May 2026

## Average Google position went from #20 to #9

Monthly Google organic clicks and average position, June 2025 to September 2026




## Big ranking jumps on buyer keywords

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

| SEARCH QUERY | 2025 | 2026 | SPOTS UP |
|---|---|---|---|
| custom embroidery | 53.9 | **8.8** | +45 |
| embroidery service | 46.9 | **7.0** | +40 |
| custom embroidery services | 36.8 | **7.1** | +30 |
| embroidery company | 33.5 | **5.7** | +28 |
| local embroidery shop | 15.7 | **5.7** | +10 |

SAME PERIOD, WHOLE SITE

New #1: "where can i get a hat customized with embroidery near me?" (2,545 impressions)

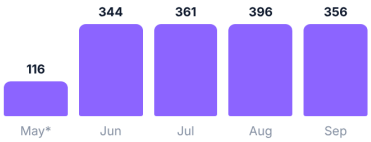
CTR 1.9% → 3.0%

Avg position 21.9 → 11.5

## GEO: Mr. Stitch shows up inside Google's AI answers

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

**46**
pages on the site already shown in Google AI features




PAGES GOOGLE'S AI SHOWS MOST

| | |
|---|---|
| Homepage | 1,140 |
| Jersey and vinyl work | 80 |
| All products | 57 |
| Custom embroidered patches | 40 |
| Costume embroidery for movies | 36 |

## What we did

**01 Clean SEO tags**
Rewrote titles and meta descriptions for local searches like "custom embroidery Los Angeles". Removed old keyword tags and messy spacing.

**02 Structured data for AI**
Added LocalBusiness, FAQ (12 questions), Service and offer schema so Google and AI tools can quote the shop's services and answers.

**03 Local SEO**
Kept the Google Business Profile and website details matched so the shop shows up for "near me" searches.

**04 Monthly tracking**
Reviewed Search Console every month and kept pushing page 2 keywords 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: mr-stitch.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

# Mr Stitch Embroidery: Average Google position from #22 to #11 and click-through rate up 58%

**Client** Mr Stitch Embroidery · **Market** Los Angeles, USA · **Platform** Wix · **Service** Monthly SEO + GEO retainer · **Website** mr-stitch.com

Los Angeles custom embroidery shop on Wix. We cleaned up the SEO tags, added rich structured data with FAQs and services, and tuned the pages for local buyer searches. Every number below comes from Google Search Console.

## 01 Project brief and objective

Mr. Stitch is a custom embroidery shop in Los Angeles with a strong local reputation but a website that Google was not reading well. The site carried old keyword tags, untidy titles and meta descriptions, and no structured data, so buyer searches like "custom embroidery Los Angeles" were landing the shop on page 2 and 3. The traffic that did arrive was mostly brand searches from people who already knew the name.

OBJECTIVE The goal was simple: get the shop in front of people searching for embroidery services in LA who had never heard of Mr. Stitch, and make the site readable for Google's AI answers as well as classic search.

## 02 Technical workflow and methodology

STEP 01

### Clean SEO tags

Rewrote titles and meta descriptions around local buyer searches such as "custom embroidery Los Angeles" and "embroidery service near me". Removed legacy keyword tags and messy spacing so every page had one clear focus.

STEP 02

### Structured data for AI

Added LocalBusiness, Service, Offer and FAQ schema (12 questions) so Google and AI tools can quote the shop's services and answers directly.

STEP 03

### Local SEO

Kept the Google Business Profile and the website details (name, address, services, hours) matched, so the shop shows up for "near me" searches and map results.

STEP 04

### Monthly tracking

Reviewed Google Search Console every month, found keywords sitting at the top of page 2, and kept pushing them onto page 1 with small content and tag updates.

### Technical checklist, measured 10 November 2026

| | |
|---|---|
| Technical SEO audit | 90 URLs crawled · 90/90 self-canonical · 79 pages indexed · 31 HTTPS URLs, 0 non-HTTPS |
| Keyword and intent mapping | Average position 22.5 → 11.5 · 709 keywords on page 1 |
| On-page SEO | 90/90 pages with a title · 90 unique titles · 88/90 meta descriptions · 94% of images with alt text |
| Structured data and entity SEO | JSON-LD on 79 pages · Organization, Person, BlogPosting, Offer · 9 sameAs profiles · 1 valid Breadcrumbs · 7 valid Product snippets |
| Core Web Vitals | 31 good URLs on desktop · 0 poor URLs |
| Internal linking | 28 internal links per page · Key pages linked from 90 pages |

| AI search visibility (GEO) | AI crawlers allowed in robots.txt | llms.txt live |
|---|---|---|

## 03 Tools used

Google Search Console | Wix SEO settings

## 04 Measurable outcomes

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

- Average Google position across the whole site improved from 21.9 to 11.5 (Jun to Sep 2025 vs Jun to Sep 2026).
- Keywords ranking on page 1 grew from 538 to 709 (+32%).
- Click-through rate rose from 1.9% to 3.0% (+58%): the same impressions now earn far more visits.
- Big jumps on buyer keywords: "custom embroidery" from position 53.9 to 8.8, "embroidery service" from 46.9 to 7.0, "embroidery company" from 33.5 to 5.7.
- New number one ranking for "where can I get a hat customized with embroidery near me" (2,545 impressions).
- Since Search Console began reporting AI features in May 2026, the site has earned 1,573 impressions inside Google AI Overviews and AI Mode, with 46 pages already shown in AI results.




Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 1.61K vs 1.28K.

### Technical health

| MEASURE | BEFORE | AFTER | CHANGE |
|---|---|---|---|
| **Indexed pages**<br>Search Console | | **79** | |
| **Good URLs on desktop, Core Web Vitals**<br>0 poor URLs | | **31** | |
| **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. 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.

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