CASE STUDY · SEO + GEO

# Allstate Roofing: #1 on Google for 4 Columbia roofing searches and 6.9x more top 3 keywords

Roofing company serving New York and Maryland. Location pages, service schema and keyword-led titles moved key local searches from page 7 to the #1 spot. Below are real numbers from Google Search Console.

| Client | Market | Platform | Service | Website |
|---|---|---|---|---|
| Allstate Roofing & More | Rochester, NY and Columbia, MD, USA | Wix | SEO + GEO | 400roof.com |

Keywords in Google top 3
**137** from 20
6.8x

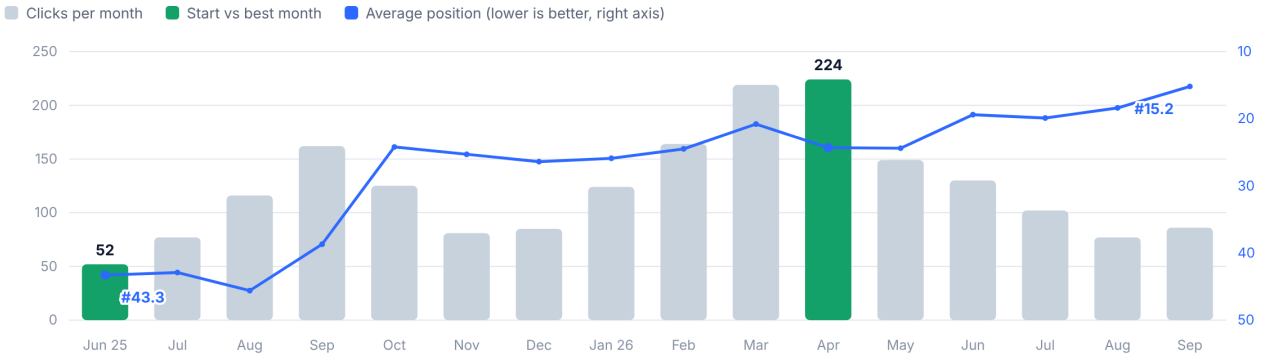
Keywords on page 1 (top 10)
**250** from 68
3.7x

Average Google position
**18.8** from 43.2
24 spots higher

Google AI feature impressions
**966**
35 pages shown

## Average position rose from #43 to under #20

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




## From page 7 to #1 on local roofing searches

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

| SEARCH QUERY | 2025 | 2026 | SPOTS UP |
|---|---|---|---|
| roofing company columbia md | 78.1 | 1.2 | +77 |
| roofers columbia md | 72 | 1 | +71 |
| roofing contractor columbia | 70 | 1 | +69 |
| roof replacement columbia | 55.2 | 1 | +54 |
| roofing company bridgewater | 19 | 1.1 | +18 |

SAME PERIOD, WHOLE SITE

"roof replacement columbia md" position 63.7 → 1.9

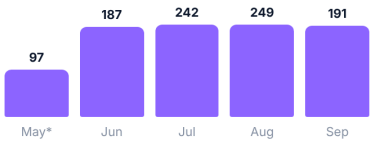
Clicks steady at about 400

Avg position 43.2 → 18.8

## GEO: Google's AI shows Allstate Roofing pages

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

**35**
pages on the site already shown in Google AI features




PAGES GOOGLE'S AI SHOWS MOST

| | |
|---|---|
| Homepage | 446 |
| Roof grants | 143 |
| Buffalo NY page | 104 |
| Emergency roof service | 81 |
| Awards and credentials | 78 |

## SEO + GEO work behind the results

01
**Location pages**
Pages for each service area such as Columbia MD, Buffalo NY and Rochester NY.

02
**Service schema**
LocalBusiness, Service and offer catalog markup for roofing services.

03
**Keyword-led titles**
Titles like "Roof Replacement Rochester NY" that match local searches.

04
**Trust content**
Pages on roof grants, emergency service and credentials that AI answers show.

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: 400roof.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

# Allstate Roofing: #1 on Google for 3 Columbia roofing searches and 6.9x more top 3 keywords

**Client** Allstate Roofing · **Market** New York and Maryland, USA · **Platform** Wix · **Service** SEO + GEO · **Website** 400roof.com

Rochester, NY roofing contractor with 19+ years and 18,000+ roofs protected, a GAF Master Elite President's Club member and Official Roofing Company of the Buffalo Sabres. Location pages, service schema and keyword-led titles moved key local searches from page 7 to the #1 spot. Every result below comes from Google Search Console.

## 01 Project brief and objective

Allstate serves 8 cities in 6 states, including Columbia, MD and Bridgewater, NJ. From 1 June to 29 September 2025 its site averaged position 43.2, with only 20 keywords in Google's top 3. In Columbia, searches like "roofers columbia md" (72) and "roofing company columbia md" (78.1) left the company on page 8.

**OBJECTIVE** Make each service area easy to find, so homeowners in Columbia, Buffalo and Rochester land on the right local page.

## 02 Technical workflow and methodology

STEP 01
### Location pages
Built local pages for service areas such as Buffalo and Syracuse NY, plus a Locations page that covers Columbia MD.

STEP 02
### Service schema
Added LocalBusiness, Service and offer catalog markup for roofing services.

STEP 03
### Keyword-led titles
Wrote titles like "Roof Replacement Rochester NY" that match local searches.

STEP 04
### Trust content
Built pages on roof grants, emergency service and credentials that AI answers show.

### Technical checklist, measured 10 November 2026

| | |
|---|---|
| Technical SEO audit | 94 URLs crawled · 94/94 self-canonical · 83 pages indexed · 19 HTTPS URLs, 0 non-HTTPS |
| Keyword and intent mapping | Average position 43.2 → 18.8 · 137 keywords in Google top 3 · 250 keywords on page 1 |
| On-page SEO | 94/94 pages with a title · 92 unique titles · 84/94 meta descriptions · 96% of images with alt text |
| Structured data and entity SEO | JSON-LD on 19 pages · Organization, Offer, Service, BreadcrumbList · 3 sameAs profiles · 5 valid Breadcrumbs |
| Core Web Vitals | Field data tracked in Search Console |
| Internal linking | 10 internal links per page · Key pages linked from 63 pages |
| AI search visibility (GEO) | AI crawlers allowed in robots.txt · llms.txt live |

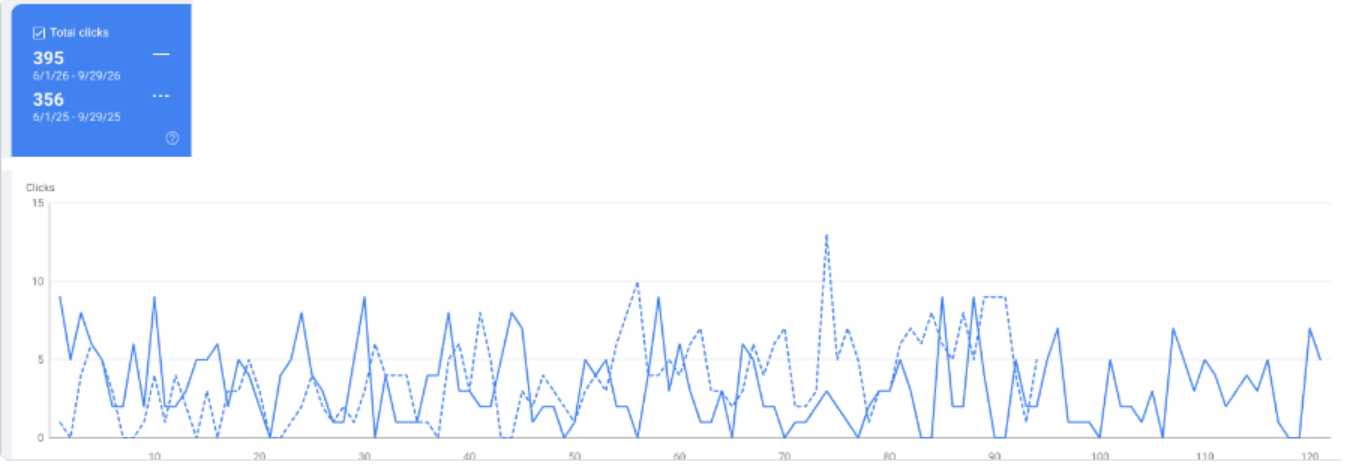
## 03 Tools used

Google Search Console | 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.

- **#1 on Google** for "roofers columbia md" (from 72), "roofing contractor columbia" (from 70) and "roof replacement columbia" (from 55.2), plus 1.2 for "roofing company columbia md" (from 78.1).
- **137 keywords in the top 3**, up from 20. Page 1 keywords grew from 68 to 250 (3.7x).
- **Average position improved from 43.2 to 18.8** (24 spots higher).
- **More local wins:** "roof replacement columbia md" 63.7 → 1.9, "roofing company bridgewater" 19 → 1.1.
- **Clicks steady at about 400** while rankings climbed.
- **966 impressions in Google's AI features** since 18 May 2026, across 35 pages. The roof grants page draws 143.




Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 395 vs 356.

### Technical health

| MEASURE | BEFORE | AFTER | CHANGE |
|---|---|---|---|
| **Indexed pages**<br>Search Console | | **83** | |
| **HTTPS URLs**<br>0 non-HTTPS | | **19** | |

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