CASE STUDY · SEO + GEO

We Fill Tubes: 16x more Google clicks and 1,390+ AI impressions

Cosmetic tube filling service for skincare and beauty brands. Educational pages on tube types and sealing methods, plus service pages, took average position from page 6 to page 2. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
We Fill Tubes	USA	Wix	SEO + GEO	wefilltubes.com

Google organic clicks
126 from 8
16x

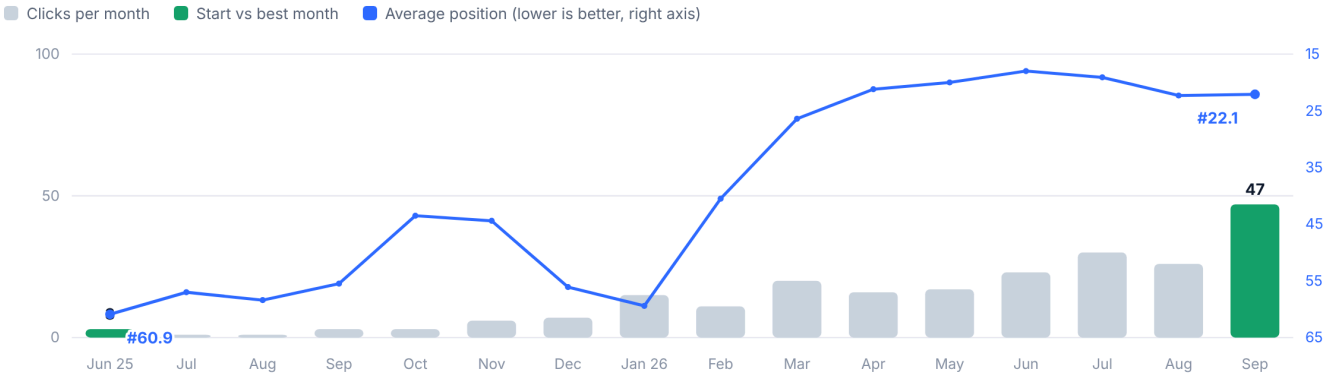
Keywords on page 1 (top 10)
72 from 5
14x

Average Google position
20.7 from 57.8
37 spots higher

Google AI feature impressions
1,393
13 pages shown

From single-digit clicks to 47 a month

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



Big ranking jumps on buyer searches

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

SEARCH QUERY	2025	2026	SPOTS UP
filling tubes	83.6	**5.9**	+78
squeeze tube filling	74	**12.2**	+62
cosmetics filling services suppliers	73.2	**23.7**	+50
contract tubes	32.5	**5.4**	+27

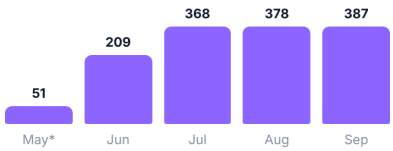
SAME PERIOD, WHOLE SITE

Top 3 keywords 4 → 30 | Impressions 2.41K → 10.3K | Clicks 8 → 126

GEO: educational pages quoted in Google's AI answers

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

13
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Types of cosmetic tubes	441
Tube sealing methods	284
Homepage	156
Contract tube filling	138
Aluminum tube filling	135

SEO + GEO work behind the results

01
Educational pages
Guides on cosmetic tube types and sealing methods that AI answers now quote.

02
Service pages
Pages for contract, squeeze and aluminum tube filling.

03
Buyer-led titles
Titles like "Cosmetic Tube Filling Services for Skincare & Beauty Brands".

04
Business markup
LocalBusiness and Organization details for Google and AI tools.

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: wefilltubes.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

We Fill Tubes: 16x more Google clicks and 1,390+ AI impressions

Client We Fill Tubes · **Market** New Jersey, USA · **Platform** Wix · **Service** SEO + GEO · **Website** wefilltubes.com

New Jersey contract filler that fills only squeeze tubes, for skincare and beauty brands, with no minimum order quantities. Educational pages on tube types and sealing methods, plus service pages, lifted average position 37 spots, from 57.8 (page 6) to 20.7 (page 3). Every result below comes from Google Search Console.

01 Project brief and objective

We Fill Tubes has filled cosmetic squeeze tubes since 2015, for skincare, indie, DTC and Amazon beauty brands. From 1 June to 29 September 2025 its site earned 8 Google clicks and averaged position 57.8, on page 6. Buyer searches like "filling tubes" sat at 83.6.

OBJECTIVE Reach beauty brands looking for a tube filling partner, and answer the technical questions they research first.

02 Technical workflow and methodology

STEP 01
Educational pages
Wrote guides on cosmetic tube types and sealing methods that AI answers now quote.

STEP 02
Service pages
Built pages for contract, squeeze and aluminum tube filling.

STEP 03
Buyer-led titles
Wrote titles like "Cosmetic Tube Filling Services for Skincare & Beauty Brands".

STEP 04
Business markup
Added LocalBusiness and Organization details for Google and AI tools.

Technical checklist, measured 10 November 2026

Technical SEO audit	28 URLs crawled · 28/28 self-canonical · 13 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 57.2 → 20.7 · 72 keywords on page 1
On-page SEO	28/28 pages with a title · 28 unique titles · 28/28 meta descriptions · 100% of images with alt text
Structured data and entity SEO	JSON-LD on 28 pages · Organization, LocalBusiness, BlogPosting, Person · 2 sameAs profiles
Core Web Vitals	Field data tracked in Search Console
Internal linking	19 internal links per page · Key pages linked from 28 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

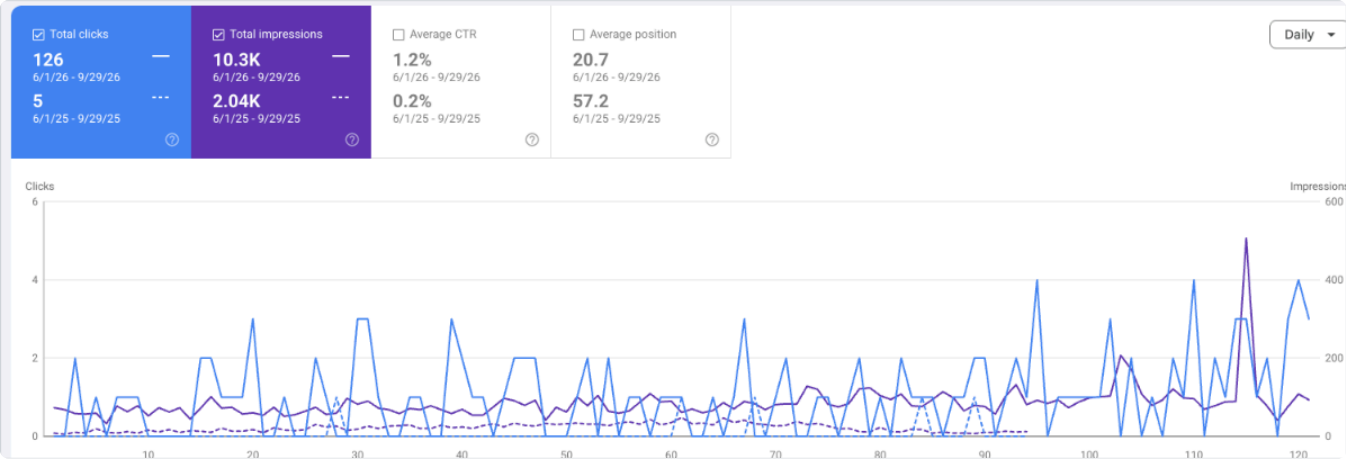
03 Tools used

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.

- **126 Google clicks**, up from 8 (16x). The best month brought 47.
- **72 keywords on page 1**, up from 5 (14x), and 30 in the top 3, up from 4.
- **Average position improved from 57.8 to 20.7** (37 spots higher), and impressions grew from 2.41K to 10.3K.
- **Buyer searches climbed:** "filling tubes" 83.6 → 5.9, "squeeze tube filling" 74 → 12.2, "contract tubes" 32.5 → 5.4.
- **1,393 impressions in Google's AI features** since 18 May 2026, across 13 pages. The guide to cosmetic tube types leads with 441.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 126 vs 5.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	7	**114**	▲16.3x
Google impressions	1.96K	**9.12K**	▲4.7x

Technical health

MEASURE	BEFORE	AFTER	CHANGE
HTTPS URLs 0 non-HTTPS		**13**	

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:
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