

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
Mr. Stitch Embroidery

Market
Los Angeles, USA

Platform
Wix

Service
Monthly SEO + GEO retainer

Website
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%

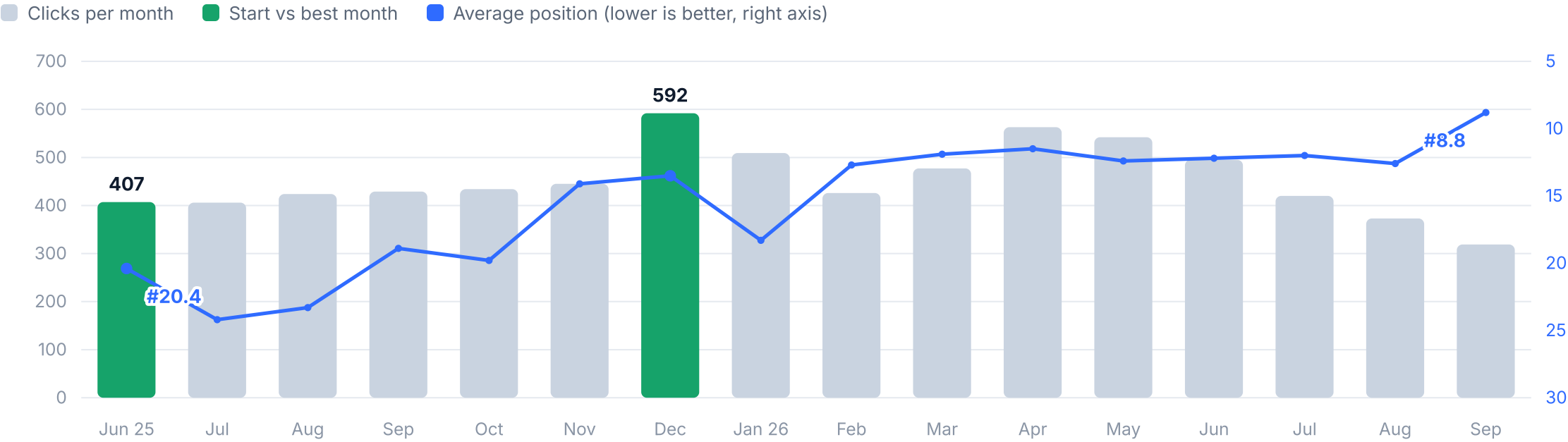
Google AI feature impressions

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

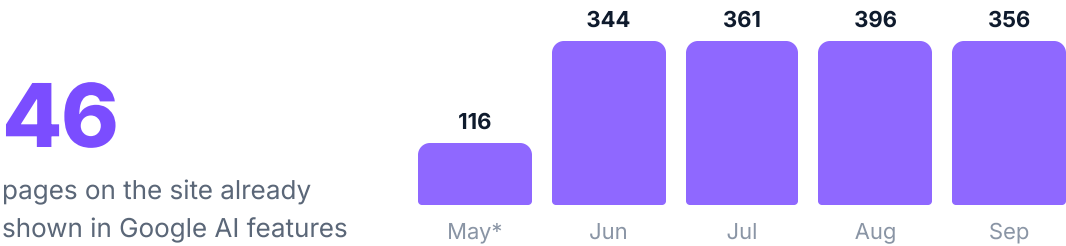
SAME PERIOD, WHOLE SITE

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



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.