CASE STUDY · SEO + GEO

InFocus Workshops: 4.5x more keywords in the top 3 and 4,400+ AI impressions

Videography and social media video courses in Melbourne, Sydney and Brisbane. City course pages, FAQ and product schema moved course searches from page 6 up to the top 10. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
InFocus Workshops	Melbourne, Sydney & Brisbane, Australia	Wix	SEO + GEO	infocusworkshops.com

Keywords in Google top 3
135 from 30
4.5x

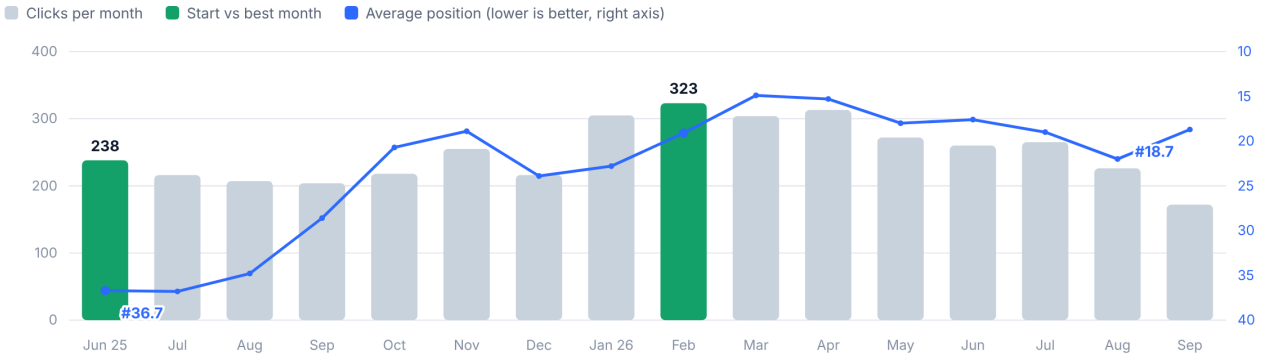
Keywords on page 1 (top 10)
396 from 156
2.5x

Average Google position
19.3 from 34.9
16 spots higher

Google AI feature impressions
4,407
38 pages shown

Average position rose from #37 to under #20

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



Big ranking jumps on course searches

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

SEARCH QUERY	2025	2026	SPOTS UP
film making courses	63.8	**8.2**	+56
content creator courses	55.5	**7.5**	+48
content creation course	56.7	**12**	+45
videography sydney	75.2	**20.7**	+54
melbourne videography	97.2	**26.6**	+71

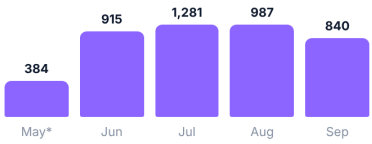
SAME PERIOD, WHOLE SITE

- Clicks 858 → 923
- "videography course" clicks 12 → 23
- "content creation course" clicks 0 → 12

GEO: city course pages shown in Google's AI answers

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

38
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Melbourne videography course	854
Homepage	686
Sydney videography course	674
Social media video course Sydney	430
Brisbane videography course	420

SEO + GEO work behind the results

01 City course pages
Separate pages for Melbourne, Sydney and Brisbane courses.

02 Rich schema
FAQ, product, rating and LocalBusiness markup so Google and AI tools can show course details.

03 Course-led titles
Titles like "One Day Videography Course | Filming & Editing".

04 New course topics
Pages for social media video and content creation courses.

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: infocusworkshops.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

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Client InFocus Workshops · **Market** Melbourne, Sydney & Brisbane · **Platform** Wix · **Service** SEO + GEO · **Website** infocusworkshops.com

Hands-on videography and social media video training, founded in 2019 by a professional videographer and Film & TV teacher, and delivered at workplaces in Sydney, Melbourne, Brisbane and Canberra. City course pages, FAQ and product schema took searches like "film making courses" from page 7 to page 1. Every result below comes from Google Search Console.

01 Project brief and objective

InFocus Workshops has trained 500+ organizations and earned 200+ five-star testimonials. Yet from 1 June to 29 September 2025 its site averaged position 34.9 with 30 keywords in Google's top 3. Course searches like "film making courses" (63.8) and "melbourne videography" (97.2) sat between page 7 and page 10.

OBJECTIVE Rank each city's course on its own and reach people searching for videography and content creation courses.

02 Technical workflow and methodology

STEP 01
City course pages
Built separate pages for the Melbourne, Sydney and Brisbane courses.

STEP 02
Rich schema
Added FAQ, product, rating and LocalBusiness markup so Google and AI tools can show course details.

STEP 03
Course-led titles
Wrote titles like "One Day Videography Course | Filming & Editing".

STEP 04
New course topics
Added pages for social media video and content creation courses.

Technical checklist, measured 10 November 2026

Technical SEO audit	72 URLs crawled · 72/72 self-canonical · 23 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 34.2 → 19.3 · 135 keywords in Google top 3 · 396 keywords on page 1
On-page SEO	72/72 pages with a title · 70 unique titles
Structured data and entity SEO	JSON-LD on 68 pages · Organization, BlogPosting, Person, FAQPage · 4 sameAs profiles
Core Web Vitals	Field data tracked in Search Console
Internal linking	19 internal links per page · Key pages linked from 72 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

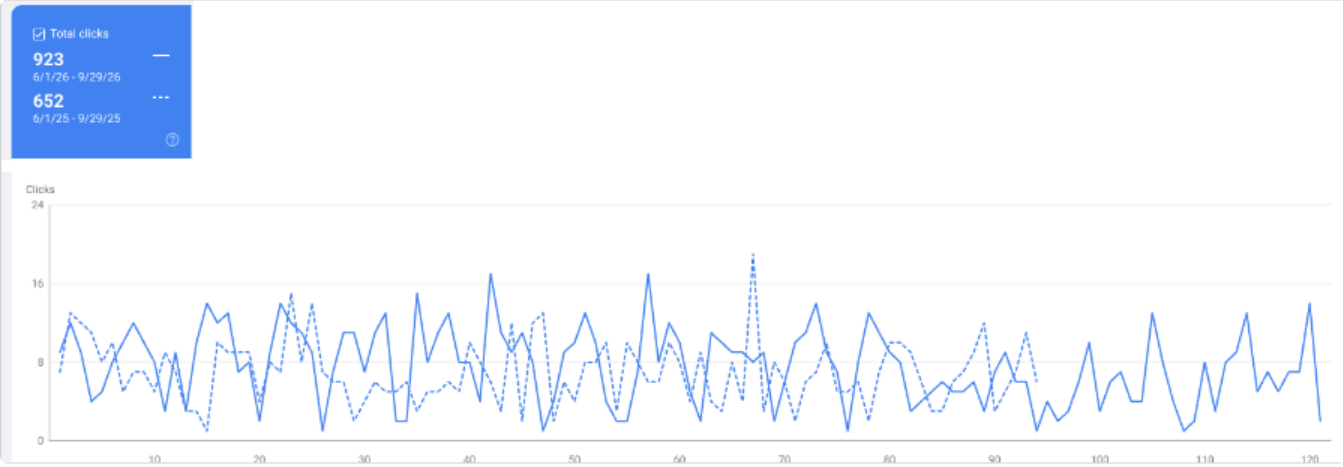
03 Tools used

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.

- **135 keywords in the top 3**, up from 30 (4.5x). Page 1 keywords grew from 156 to 396 (2.5x).
- **Average position improved from 34.9 to 19.3** (16 spots higher).
- **Course searches jumped:** "film making courses" 63.8 → 8.2, "content creator courses" 55.5 → 7.5, "videography sydney" 75.2 → 20.7, "melbourne videography" 97.2 → 26.6.
- **923 clicks**, up from 858. "videography course" clicks 12 → 23 and "content creation course" 0 → 12.
- **4,407 impressions in Google's AI features** since 18 May 2026, across 38 pages. The Melbourne videography course page leads with 854.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 923 vs 652.

Technical health

MEASURE	BEFORE	AFTER	CHANGE
HTTPS URLs 0 non-HTTPS		**23**	

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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