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

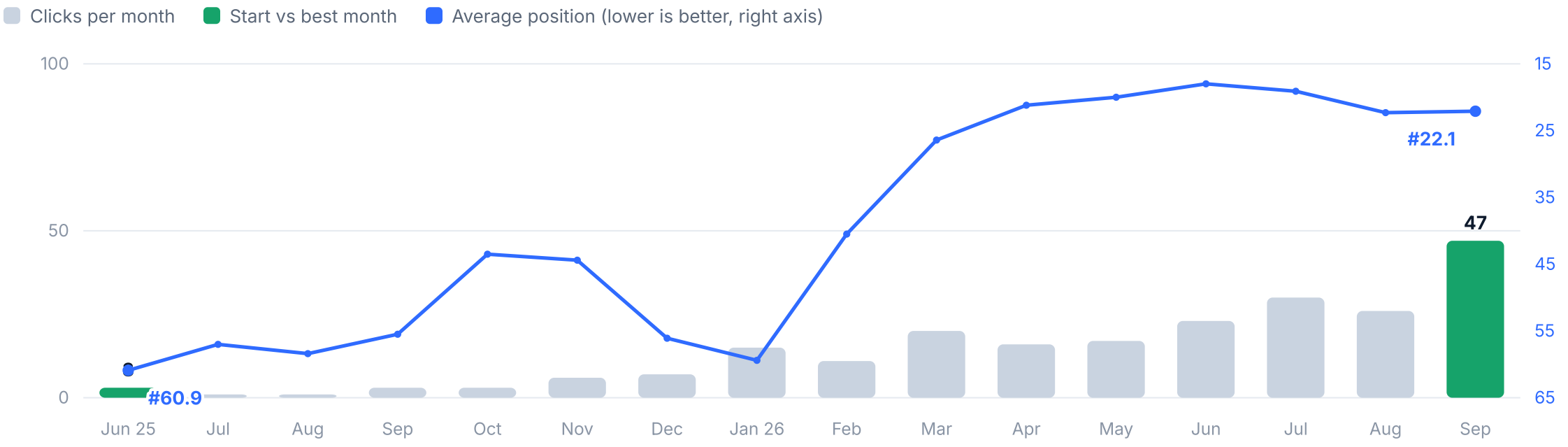
Keywords on page 1 (top 10)
72 from 5
14x

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

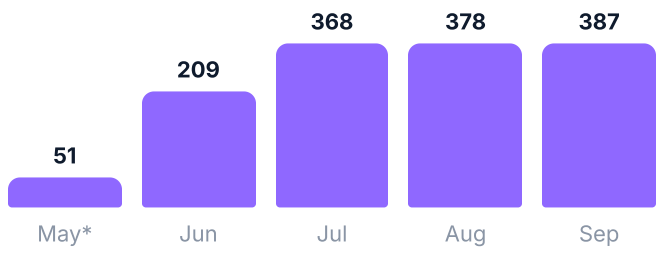
SAME PERIOD, WHOLE SITE

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.