CASE STUDY · SEO + GEO

GPG Printing: 2.9x more keywords in Google's top 3 and a growing presence in AI search

Singapore print and laser cutting company on Wix. We cleaned up the SEO tags, rewrote page titles, added structured data and optimized the service pages and blog. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
GPG Printing Pte Ltd	Singapore	Wix	Monthly SEO + GEO retainer	gpgprinting.com.sg

Keywords in Google top 3
80 from 28
2.9x

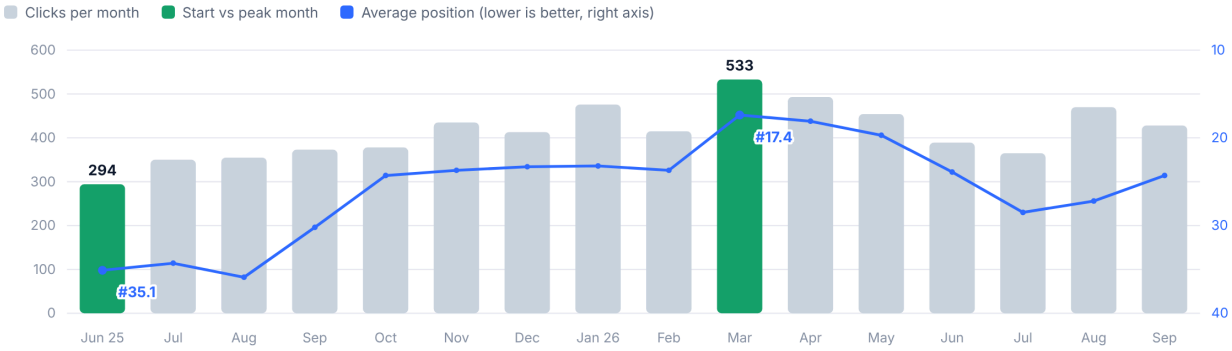
Keywords on page 1 (top 10)
375 from 269
+39%

Non-brand search clicks
464 from 370
+25%

Google AI feature impressions
7,024
since May 2026

Organic clicks up, average position up from #35 to #17 at peak

Monthly Google organic clicks and average position, June 2025 to September 2026



Money keywords now bring real clicks

Clicks, Jun to Sep 2025 vs Jun to Sep 2026

SEARCH QUERY	2025	2026	CHANGE
laser cutting service singapore	22	**63**	+186%
laser cutting singapore	10	**36**	3.6x
laser engraving service singapore	4	**18**	4.5x
acrylic cutting service singapore	0	**12**	new
poster printing singapore	1	**10**	10x

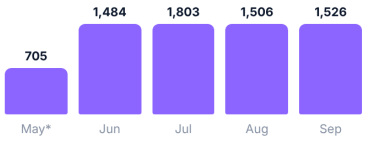
SAME PERIOD, WHOLE SITE

Total clicks 1,372 → 1,652 (+20%)
Avg position 34.2 → 26.1
CTR 0.9% → 1.1%

GEO: GPG shows up inside Google's AI answers

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

50+
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Poster printing	2,031
Aerosol spray paint	995
Laser cutting service	737
Laser engraving service	480
Homepage	451

What we did

01 Clean SEO tags
Rewrote titles and meta descriptions around buyer keywords like "laser cutting service Singapore". Removed old keyword tags and messy spacing.

02 Structured data for AI
Added LocalBusiness, Organization, Service and Breadcrumb schema so Google and AI tools can read who GPG is and what it sells.

03 Content and blog
Optimized service pages and blog posts with a clean heading structure, better slugs and links to the main service pages.

04 Monthly tracking
Reviewed Search Console every month and kept improving the pages closest to page 1 and the top 3.

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: gpgprinting.com.sg. 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

GPG Printing: 2.9x more keywords in Google's top 3 and a growing presence in AI search

Client GPG Printing · **Market** Singapore · **Platform** Wix · **Service** Monthly SEO + GEO · **Website** gpgprinting.com.sg

Singapore large format printing and laser cutting company with 10+ years in the industry. We cleaned up the SEO tags, rewrote page titles, added structured data and optimized the service pages and blog. Every result below comes from Google Search Console.

01 Project brief and objective

GPG Printing has delivered 500+ projects for 200+ clients, from businesses and event organizers to designers and students across Singapore. From 1 June to 29 September 2025 only 28 of its keywords ranked in Google's top 3, and the site's average position was 34.2. Its key buyer search, "laser cutting service singapore", brought just 22 clicks in those four months.

OBJECTIVE Make GPG the first click for Singapore buyers searching for laser cutting, engraving and printing, in classic search and in Google's AI answers.

02 Technical workflow and methodology

STEP 01
Clean SEO tags
Rewrote titles and meta descriptions around buyer keywords like "laser cutting service Singapore". Removed old keyword tags and messy spacing.

STEP 02
Structured data for AI
Added LocalBusiness, Organization, Service and Breadcrumb schema so Google and AI tools can read who GPG is and what it sells.

STEP 03
Content and blog
Optimized service pages and blog posts with a clean heading structure, better slugs and links to the main service pages.

STEP 04
Monthly tracking
Reviewed Search Console every month and kept improving the pages closest to page 1 and the top 3.

Technical checklist, measured 10 November 2026

Technical SEO audit	59 URLs crawled · 59/59 self-canonical · 56 pages indexed · 38 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 33.9 → 26.1 · 80 keywords in Google top 3 · 375 keywords on page 1
On-page SEO	59/59 pages with a title · 59 unique titles · 59/59 meta descriptions · 100% of images with alt text
Structured data and entity SEO	JSON-LD on 59 pages · Organization, BreadcrumbList, BlogPosting, Person · 8 sameAs profiles · 25 valid Breadcrumbs · 1 valid Product snippets
Core Web Vitals	38 good URLs on desktop · 0 poor URLs
Internal linking	28 internal links per page · Key pages linked from 59 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.

- **80 keywords in Google's top 3**, up from 28 (2.9x). Page 1 keywords grew from 269 to 375 (+39%).
- **464 non-brand clicks**, up from 370 (+25%). Total clicks rose from 1,372 to 1,652 (+20%).
- **Average position improved from 34.2 to 26.1**, with a best month of #17.4.
- **Money keywords now bring real clicks:** "laser cutting service singapore" 22 → 63 clicks (+186%), "laser cutting singapore" 10 → 36, "laser engraving service singapore" 4 → 18, "acrylic cutting service singapore" 0 → 12.
- **7,024 impressions in Google AI Overviews and AI Mode** since 18 May 2026, across 50+ pages. The poster printing page leads with 2,031.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 1.65K vs 1.09K.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	1.11K	**1.31K**	▲18%
Google impressions	92.5K	**109K**	▲18%

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Indexed pages Search Console		**56**	
Good URLs on desktop, Core Web Vitals 0 poor URLs		**38**	
HTTPS URLs 0 non-HTTPS		**38**	

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.

Prepared by WiX Solution, SEO and AI search agency. More case studies:
wixsolution.com/case-studies