CASE STUDY · SEO + GEO

Stern Legal: 2.4x more keywords on page 1 and 3,900+ impressions in Google's AI answers

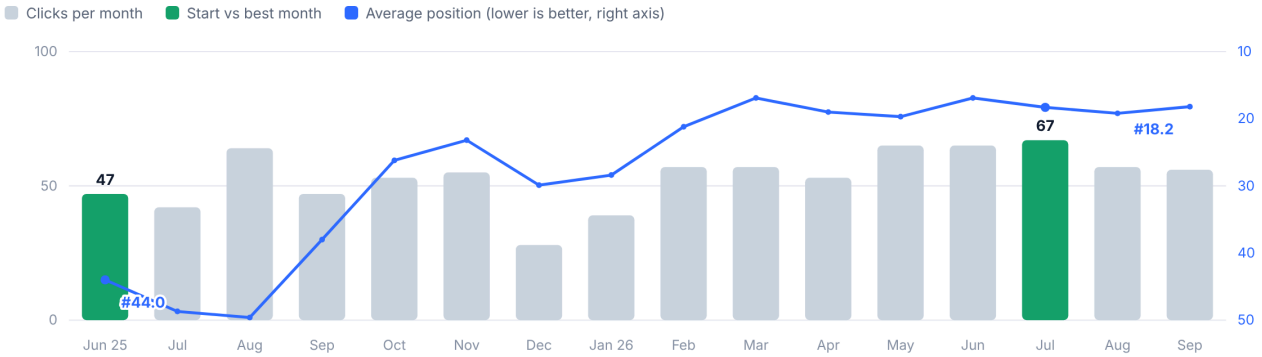
Notary public and legal practice in Melbourne. Clear service pages for power of attorney, notary services and wills moved key legal searches from page 9 to page 1 and 2. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Stern Legal	Melbourne, Australia	Wix	SEO + GEO	sternlegal.com.au

Google organic clicks	Keywords on page 1 (top 10)	Average Google position	Google AI feature impressions
245 from 199	**363** from 151	**18.1** from 45.6	**3,984**
+23%	2.4x	27 spots higher	9 pages shown

Average position rose from #44 to about #18

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



Big ranking jumps on legal searches

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

SEARCH QUERY	2025	2026	SPOTS UP
notarisation	93.7	**14.6**	+79
enduring power of attorney lawyer melbourne	87	**12**	+75
power of attorney law firm melbourne	90.2	**19.3**	+71
wills lawyers melbourne	93	**24.4**	+69
how to become power of attorney	84.8	**18.8**	+66

SAME PERIOD, WHOLE SITE

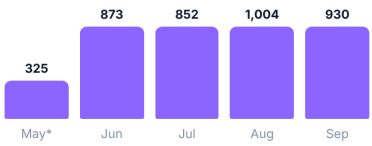
- Non-brand clicks 12 → 28
- Impressions 24.1K → 35.6K
- Avg position 45.6 → 18.1

GEO: service pages quoted in Google's AI answers

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

9

pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Power of attorney	2,240
Building disputes	675
Notary services Melbourne	502
Medical treatment authority	219
Homepage	209

SEO + GEO work behind the results

01 — Service pages
Clear pages for power of attorney, notary services, wills and building disputes.

02 — Answer-first copy
Plain-language answers to common legal questions that AI answers now quote.

03 — Local titles
Titles like "Notary Public Melbourne" that match local searches.

04 — Monthly tracking
Search Console reviewed to push page 3 to 5 searches toward page 1.

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: sternlegal.com.au. 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

Stern Legal: 2.4x more keywords on page 1 and 3,900+ impressions in Google's AI answers

Client Stern Legal · **Market** Melbourne, Australia · **Platform** Wix · **Service** SEO + GEO · **Website** sternlegal.com.au

Boutique law firm and notary practice in Melbourne with 33+ years of experience, led by Boris Mutavdzija, one of fewer than 200 notaries in Victoria. Clear service pages for power of attorney, notary services and wills moved key legal searches from pages 9 and 10 to pages 2 and 3. Every result below comes from Google Search Console.

01 Project brief and objective

Stern Legal notarizes documents 7 days a week, at no extra cost after hours or on weekends, and handles wills, estates, power of attorney and building disputes. From 1 June to 29 September 2025 its site averaged position 45.6, on page 5, and only 12 clicks came from non-brand searches. "notarisation" (93.7) and "wills lawyers melbourne" (93) sat on page 10.

OBJECTIVE Answer common legal questions in plain language and rank each service for Melbourne searches.

02 Technical workflow and methodology

STEP 01
Service pages
Built clear pages for power of attorney, notary services, wills and building disputes.

STEP 02
Answer-first copy
Structured the pages around plain-language answers to common legal questions, which AI answers now quote.

STEP 03
Local titles
Wrote titles like "Notary Public Melbourne" that match local searches.

STEP 04
Monthly tracking
Reviewed Search Console to push page 3 to 5 searches toward page 1.

Technical checklist, measured 10 November 2026

Technical SEO audit	9 URLs crawled · 9/9 self-canonical · 9 pages indexed · 9 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 46.1 → 18.1 · 363 keywords on page 1
On-page SEO	9/9 pages with a title · 9 unique titles · 8/9 meta descriptions · 100% of images with alt text
Structured data and entity SEO	JSON-LD on the home page · WebSite
Core Web Vitals	Field data tracked in Search Console
Internal linking	9 internal links per page · Key pages linked from 9 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

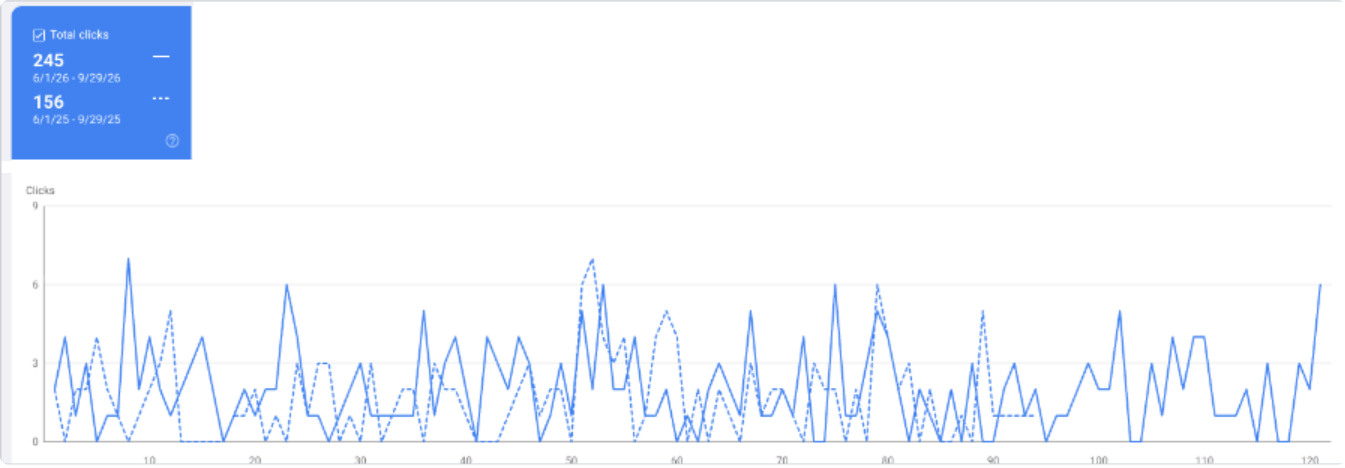
03 Tools used

Google Search Console · Wix SEO settings

04 Measurable outcomes

Search Console, 1 Jun to 29 Sep 2025 vs 1 Jun to 29 Sep 2026.

- **363 keywords on page 1**, up from 151 (2.4x).
- **Average position improved from 45.6 to 18.1** (27 spots higher).
- **245 Google clicks**, up from 199 (+23%). Non-brand clicks grew from 12 to 28, and impressions from 24.1K to 35.6K.
- **Legal searches jumped:** "notarisation" 93.7 → 14.6, "enduring power of attorney lawyer melbourne" 87 → 12, "how to become power of attorney" 84.8 → 18.8, "wills lawyers melbourne" 93 → 24.4.
- **3,984 impressions in Google's AI features** since 18 May 2026, across 9 pages. The power of attorney page leads with 2,240.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 245 vs 156.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google impressions	16.7K	**24.2K**	▲45%

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Indexed pages Search Console		**9**	
HTTPS URLs 0 non-HTTPS		**9**	

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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