CASE STUDY · SEO + GEO

Ostomy 101: 21,900+ impressions in Google's AI answers and average position from #27 to #15

Nonprofit ostomy resource that helps people find free supplies, support and product guides. Clear resource pages made the site a regular source in Google's AI answers for ostomy questions. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Ostomy 101	USA (nonprofit)	Wix	SEO + GEO	ostomy101.com

Average Google position
15.0 from 26.9
12 spots higher

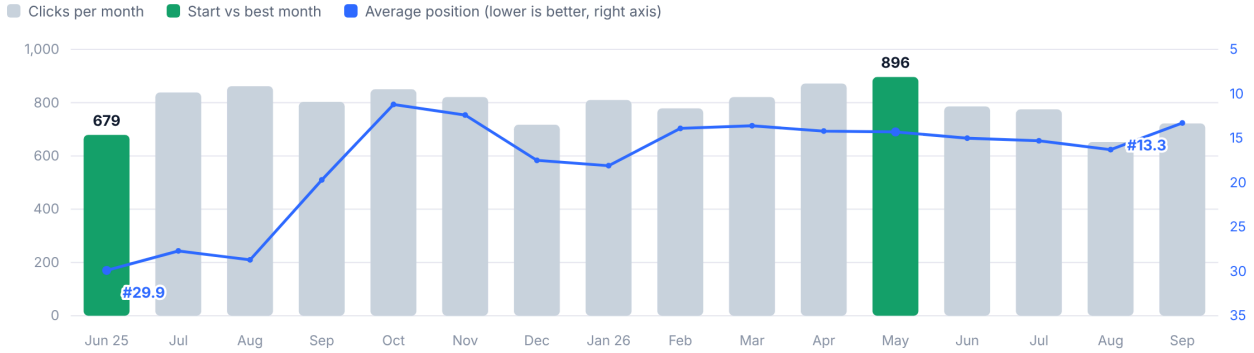
Keywords on page 1 (top 10)
337 from 239
+41%

Clicks for "free ostomy supplies near me"
93 from 54
+72%

Google AI feature impressions
21,910
30 pages shown

Steady 700 to 900 clicks a month while position improved

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



Big ranking jumps on ostomy searches

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

SEARCH QUERY	2025	2026	SPOTS UP
ostomy belt for women	61.9	7.7	+54
ostomy care at home	91.5	34.9	+57
ostomy supplies online	58	18.1	+40
ostomy nurse	50.7	17.2	+34
ostomy support groups	39.5	7.6	+32

SAME PERIOD, WHOLE SITE

"ostomy support groups" clicks 0 → 13

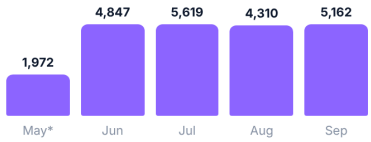
"ostomy belts and wraps" clicks 2 → 18

Avg position 26.9 → 15.0

GEO: 21,900+ AI impressions since May 2026

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

30
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Free samples	7,061
Ostomy supply basics	4,724
Donate supplies	3,620
Belts and clothing	1,621
Homepage	1,558

SEO + GEO work behind the results

01 Resource pages
Clear pages for free samples, supply basics, donations and belts that answer real questions.

02 Topic structure
Content grouped by need so Google and AI tools can match each question to one page.

03 Page 1 push
Focus on searches like ostomy belts, nurses and support groups that sat on page 3 to 5.

04 Monthly tracking
Search Console reviewed monthly to protect traffic while rankings grew.

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: ostomy101.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

Ostomy 101: 21,900+ impressions in Google's AI answers and average position from #27 to #15

Client Ostomy 101 · **Market** USA (nonprofit) · **Platform** Wix · **Service** SEO + GEO · **Website** ostomy101.com

501©(3) nonprofit offering free ostomy education and support, used in 270 U.S. hospitals and 70 countries. Clear resource pages made the site a regular source in Google's AI answers for ostomy questions. Every result below comes from Google Search Console.

01 Project brief and objective

Ostomy 101 helps patients find free classes, free samples, supply information and places to donate supplies. The site already drew steady traffic, but from 1 June to 29 September 2025 it averaged position 26.9, and helpful searches like "ostomy belt for women" (61.9) and "ostomy support groups" (39.5) sat on pages 4 to 7.

OBJECTIVE Protect the existing traffic while helping more people find support, including through Google's AI answers.

02 Technical workflow and methodology

STEP 01
Resource pages
Optimized the pages for free samples, supply basics, donations and belts so each one answers real questions.

STEP 02
Topic structure
Grouped content by need so Google and AI tools can match each question to one page.

STEP 03
Page 1 push
Focused on searches like ostomy belts, nurses and support groups that sat on pages 4 to 7.

STEP 04
Monthly tracking
Reviewed Search Console monthly to protect traffic while rankings grew.

Technical checklist, measured 10 November 2026

Technical SEO audit	98 URLs crawled · 97/98 self-canonical · 32 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 26.2 → 15 · 337 keywords on page 1
On-page SEO	98/98 pages with a title · 84/98 meta descriptions · 92% of images with alt text
Structured data and entity SEO	JSON-LD on 62 pages · Event, Place, WebSite
Core Web Vitals	32 good URLs on mobile · 0 poor URLs
Internal linking	31 internal links per page · Key pages linked from 98 pages
AI search visibility (GEO)	AI crawlers allowed in robots.txt · llms.txt live

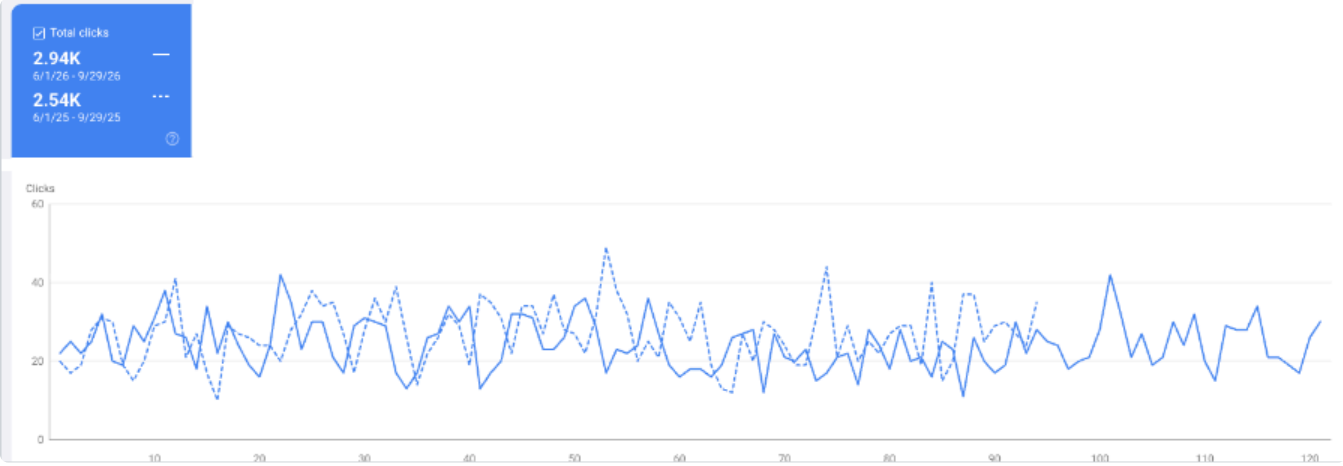
03 Tools used

Google Search Console · Wix SEO settings

04 Measurable outcomes

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

- **21,910 impressions in Google AI Overviews and AI Mode** since 18 May 2026, across 30 pages. The free samples page leads with 7,061.
- **Average position improved from 26.9 to 15.0** (12 spots higher). Page 1 keywords grew from 239 to 337 (+41%).
- **Monthly clicks rose from 679** in June 2025 to a best of 896 in May 2026, while rankings improved.
- **"free ostomy supplies near me" clicks** grew from 54 to 93 (+72%).
- **Big jumps:** "ostomy belt for women" 61.9 → 7.7, "ostomy support groups" 39.5 → 7.6 (clicks 0 → 13), "ostomy nurse" 50.7 → 17.2, "ostomy care at home" 91.5 → 34.9.
- **"ostomy belts and wraps" clicks** grew from 2 to 18.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 2.94K vs 2.54K.

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Good URLs on mobile, Core Web Vitals 0 poor URLs		**32**	
HTTPS URLs 0 non-HTTPS		**32**	

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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