CASE STUDY · SEO + GEO

Savanna Hair Solutions: 2.4x more Google clicks in six months

Hair loss and mesh integration salon in Paddington, Sydney. Salon schema, service pages and Sydney-focused titles more than doubled clicks and page 1 keywords. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Savanna Hair Solutions	Sydney, Australia	Wix	SEO + GEO	savannahair.com.au

Google organic clicks
124 from 51
2.4x

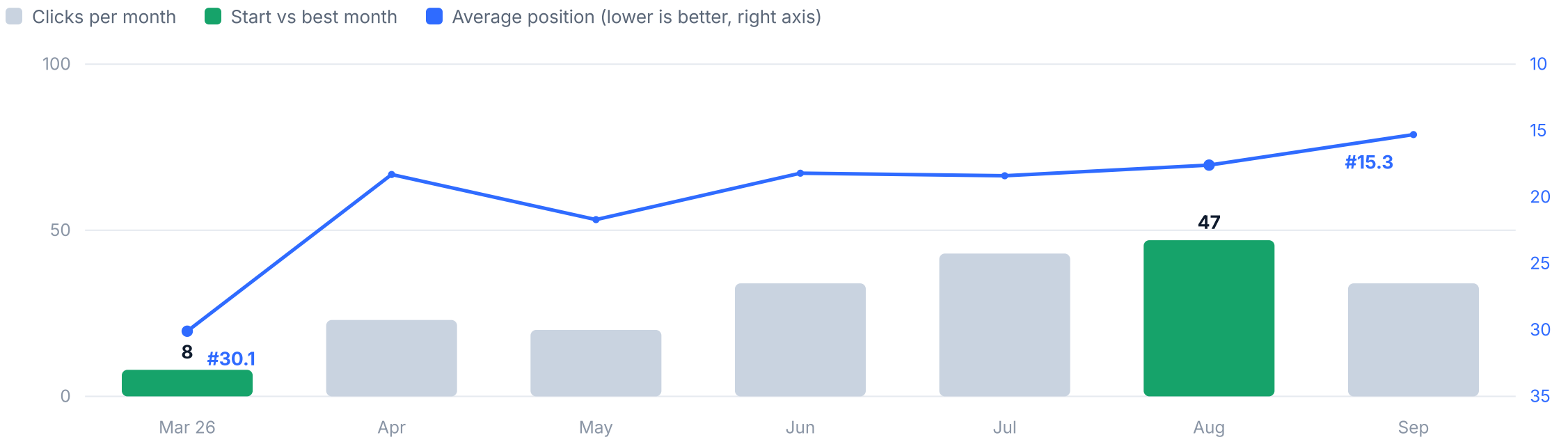
Keywords on page 1 (top 10)
70 from 31
2.3x

Keywords in Google top 3
21 from 10
2.1x

Google AI feature impressions
134
5 pages shown

Clicks grew from 8 to 47 a month

Monthly Google organic clicks and average position, Mar 2026 to Sep 2026



Hair solution searches moving up

Average Google position, Mar to May 2026 vs Jul to Sep 2026

SEARCH QUERY	BEFORE	AFTER	SPOTS UP
hair systems sydney	53	**35.7**	+17
mesh hair	26.9	**16.1**	+11
hair solutions	14.9	**6.6**	+8
mesh integration hair system near me	12.6	**6.7**	+6

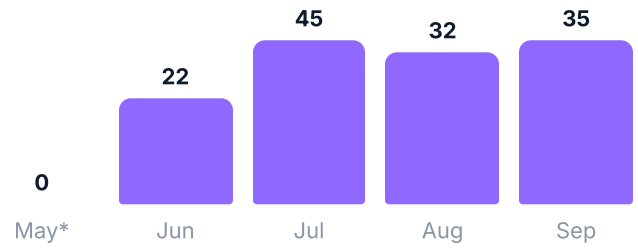
SAME PERIOD, WHOLE SITE

Avg position 23.3 → 17.2 | CTR 4.0% → 5.9% | Clicks 51 → 124

GEO: early presence in Google's AI answers

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

5
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	113
Hair education and training	20
Contact page	7

SEO + GEO work behind the results

01
Salon schema
HairSalon and LocalBusiness markup with address, hours and booking action.

02
Service pages
Pages for hair loss solutions, extensions and training in Sydney.

03
Sydney titles
Titles built around mesh integration and Sydney searches.

04
Monthly tracking
Search Console reviewed to push near-page-1 searches up.

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: savannahair.com.au. Comparison: 1 Mar to 31 May 2026 vs 1 Jul to 29 Sep 2026 (Search Console data starts Feb 2026). *AI feature data in Search Console starts 18 May 2026.