CASE STUDY · SEO + GEO

LB Electrical: 2.3x more Google clicks and 3.6x more keywords in the top 3

Certified electrical contractor in Bedford covering EV chargers, solar and safety testing. Rich electrician schema, service pages and local town targeting moved the site from page 5 to page 3 on average. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
LB Electrical	Bedford, UK	Wix	SEO + GEO	lbelectrical.co.uk

Google organic clicks
389 from 172
2.3x

Keywords on page 1 (top 10)
215 from 79
2.7x

Keywords in Google top 3
40 from 11
3.6x

Google AI feature impressions
1,979
38 pages shown

Clicks more than doubled as average position rose from #47 to #20

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



Big ranking jumps on local service searches

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

SEARCH QUERY	2025	2026	SPOTS UP
solar pv maintenance shefford	80.5	11.4	+69
solar inverters arlesey	85	20.7	+64
cable management services	71.1	16.3	+55
ozev approved installer bedford	83.5	29.9	+54
emergency lighting bedford	–	2.7	new top 3

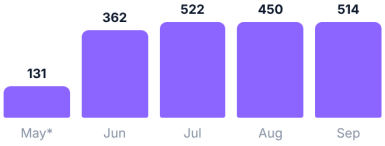
SAME PERIOD, WHOLE SITE

Avg position 44.7 → 26.1 | CTR 0.2% → 0.6% | Non-brand clicks 31 → 68

GEO: Google's AI shows LB Electrical services

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

38
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	395
GivEnergy batteries	286
myenergi eddi diverter	150
RCD testing	106
Emergency lighting	100

SEO + GEO work behind the results

01 Electrician schema
Electrician, Service, rating and credential markup so Google and AI tools can read services and trust signals.

02 Service pages
Dedicated pages for RCD testing, emergency lighting, GivEnergy batteries and EV chargers.

03 Town targeting
Pages and copy for nearby towns like Shefford, Arlesey and Leighton Buzzard.

04 Keyword-led titles
Titles such as "Certified Electrical Contractors In Bedford" that match how people search.

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: lbelectrical.co.uk. 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

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Client LB Electrical · **Market** Bedford, UK · **Platform** Wix · **Service** SEO + GEO · **Website** lbelectrical.co.uk

Bedford's MCS-certified solar, battery storage and EV charger specialists, also handling electrical safety testing for homes and businesses. Rich electrician schema, service pages and local town targeting moved the site from page 5 to page 3 on average. Every result below comes from Google Search Console.

01 Project brief and objective

LB Electrical covers Bedfordshire and the surrounding counties, but from 1 June to 29 September 2025 its site averaged position 44.7, on page 5, and only 31 clicks came from non-brand searches. Specialist searches in nearby towns, like "solar pv maintenance shefford" (position 80.5), barely showed it.

OBJECTIVE Make every specialist service and nearby town findable, so customers searching for solar, EV chargers or safety testing reach LB Electrical.

02 Technical workflow and methodology

STEP 01
Electrician schema
Added Electrician, Service, rating and credential markup so Google and AI tools read services and trust signals.

STEP 02
Service pages
Built dedicated pages for RCD testing, emergency lighting, GivEnergy batteries and EV chargers.

STEP 03
Town targeting
Targeted searches in nearby towns like Shefford, Arlesey and Leighton Buzzard.

STEP 04
Keyword-led titles
Wrote titles such as "Certified Electrical Contractors In Bedford" that match how people search.

Technical checklist, measured 10 November 2026

Technical SEO audit	46 URLs crawled · 46/46 self-canonical · 36 pages indexed · 22 HTTPS URLs, 0 non-HTTPS
Keyword and intent mapping	Average position 44.1 → 26.1 · 215 keywords on page 1 · 40 keywords in Google top 3
On-page SEO	46/46 pages with a title · 45 unique titles · 96% of images with alt text
Structured data and entity SEO	JSON-LD on 46 pages · AggregateRating, Electrician, Offer, Service · 3 sameAs profiles · 4 valid Product snippets · 22 valid Review snippets
Core Web Vitals	Field data tracked in Search Console
Internal linking	19 internal links per page · Key pages linked from 46 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.

- **389 Google clicks**, up from 172 (2.3x). Non-brand clicks grew from 31 to 68.
- **40 keywords in the top 3**, up from 11 (3.6x). Page 1 keywords grew from 79 to 215 (2.7x).
- **Average position improved from 44.7 to 26.1**, and click-through rate rose from 0.2% to 0.6%.
- **Local service searches jumped:** "solar pv maintenance shefford" 80.5 → 11.4, "solar inverters arlesey" 85 → 20.7, "ozev approved installer bedford" 83.5 → 29.9. New top 3: "emergency lighting bedford" at 2.7.
- **1,979 impressions in Google's AI features** since 18 May 2026, across 38 pages. The GivEnergy batteries page draws 286.



Search Console, captured 10 November 2026: 1 Jun to 29 Sep 2026 (solid) vs 1 Jun to 29 Sep 2025 (dashed). Clicks 389 vs 138.

Latest quarter: August to October 2026 vs 2025

MEASURE	BEFORE	AFTER	CHANGE
Google clicks	149	**255**	▲71%

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Indexed pages Search Console		**36**	
HTTPS URLs 0 non-HTTPS		**22**	

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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