CASE STUDY · SEO + GEO

Maya's Brigadeiro: 43% more Google clicks and 2.5x more AI impressions in the first month

Los Angeles Brazilian sweets shop on Shopify. In September 2026 we fixed broken URLs with redirects and rewrote titles and meta descriptions, without changing the design. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
Maya's Brigadeiro	Los Angeles, USA	Shopify	Technical SEO + GEO cleanup	brazilliansweets.com

Google clicks
211 from 148
+43%

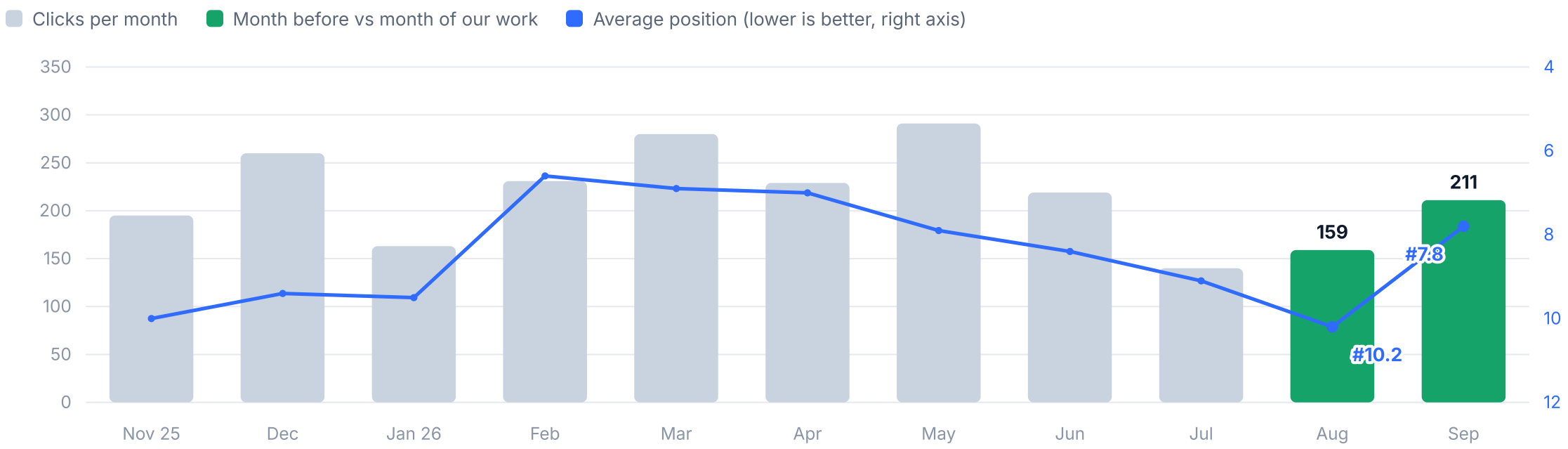
Non-brand search clicks
45 from 24
+88%

Average Google position
7.8 from 10.2
2.4 spots higher

Google AI feature impressions
1,949 from 787
2.5x in one month

Clicks and position bounced back in the month of our cleanup

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



More product searches now find the store

Google impressions, 1 to 29 Aug vs 1 to 29 Sep 2026

SEARCH QUERY	AUG	SEP	CHANGE
bis chocolate	25	**241**	9.6x
brazilian pastries	38	**351**	9.2x
polvilho	191	**992**	5.2x
polvilho azedo	142	**717**	5x
brigadeiro recipe variations	0	**58**	new

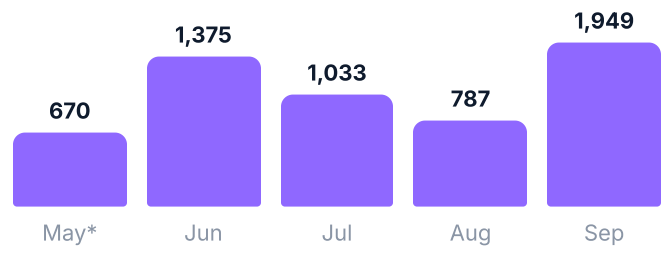
SAME PERIOD, WHOLE SITE

Total clicks 148 → 211 (+43%)
Impressions 7.65K → 12.5K (+63%)
Avg position 10.2 → 7.8

GEO: the blog is feeding Google's AI answers

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

71
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Brigadeiro vs truffles (blog)	2,067
Homepage	1,373
Polvilho azedo vs doce (blog)	456
Brazilian pastries guide (blog)	377
Shop page	279

What we did

01
Fixed broken URLs
Found the 404 pages in Search Console and sent each one to the right live page with redirects.

02
Rewrote SEO tags
Cleaned up titles and meta descriptions across the store, built around what people actually search.

03
Zero design changes
Only safe technical fields were touched, so the store looked and worked the same for customers.

04
Clear reporting
Every fix tracked in a shared sheet with status, plus Search Console checks after the changes.

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: brazilliansweets.com (Search Console data starts 11 Oct 2025). Comparison: 1 to 29 Aug 2026 vs 1 to 29 Sep 2026. *AI feature data in Search Console starts 18 May 2026.