

SEO + AIO + GEO OPTIMIZATION

SEO-AIO-GEO Growth Case Study

Increasing Organic Traffic, Search Visibility & AI Search
Readiness

CLIENT WEBSITE

CraftWardrobe.co.uk

INDUSTRY

Bespoke Fitted Wardrobes & Interior Solutions

CAMPAIGN TYPE

SEO + AIO + GEO Optimization

PERFORMANCE PERIOD

2026

Client Strategy Presentation



Executive Summary

From limited visibility to a complete SEO-AIO-GEO foundation

The SEO campaign focused on improving CraftWardrobe.co.uk's search visibility through strategic keyword targeting, content optimization, technical SEO improvements, internal linking, and authority-building activities.

Together these workstreams moved the website from restricted keyword reach to measurable gains across Google Search Console and Google Analytics 4.

BEFORE SEO

- Limited organic visibility
- Restricted keyword reach

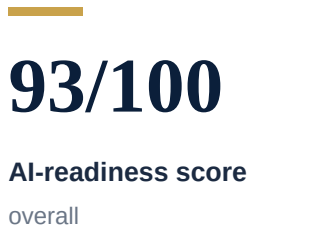
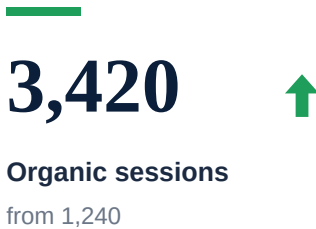
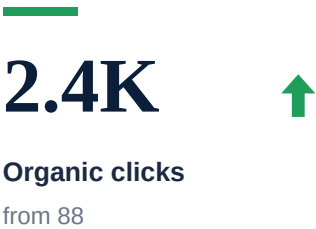


AFTER SEO

- Increased search exposure
- Improved rankings
- Stronger SEO-AIO-GEO foundation

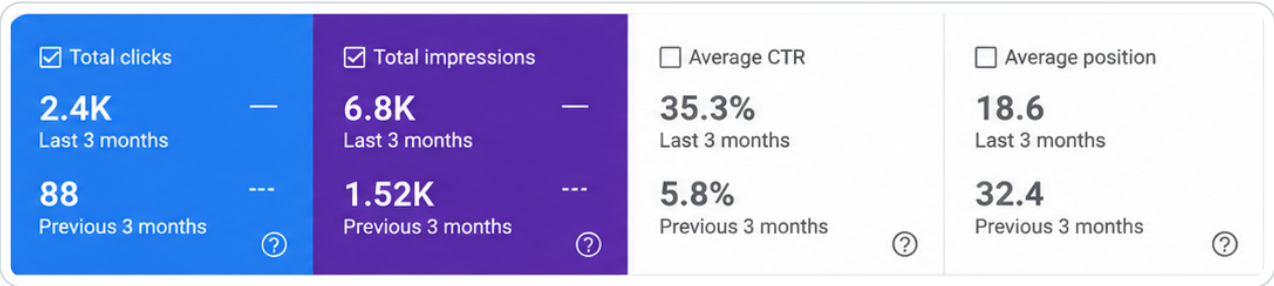
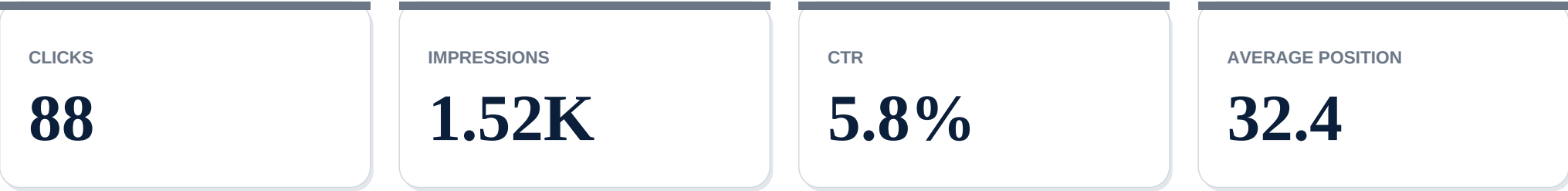
- ✓ Improved Google visibility
- ✓ Increased organic clicks
- ✓ Improved keyword rankings
- ✓ Increased website traffic acquisition
- ✓ Improved AI search readiness

HEADLINE RESULTS



Website Performance Before SEO Implementation

Google Search Console | Previous 3 months



Source: Google Search Console, performance comparison

OBSERVATION

The website had limited search visibility with low impression volume and restricted keyword coverage. The primary challenge was increasing organic reach and improving ranking positions.

Starting point

An average position of 32.4 placed most pages beyond the first page of Google results.

Key SEO Challenges

Four areas that were holding back organic growth



Limited Organic Visibility

- Low search impressions
- Limited keyword reach



Keyword Targeting Gaps

- Missing high-value service keywords
- Limited location-based targeting



Content Optimization Requirements

- Search intent alignment
- Better topical coverage



Technical SEO Improvements

- Crawlability
- Indexing
- Website structure

SEO Growth Strategy

A five-step roadmap from research to authority



Target Keyword Performance

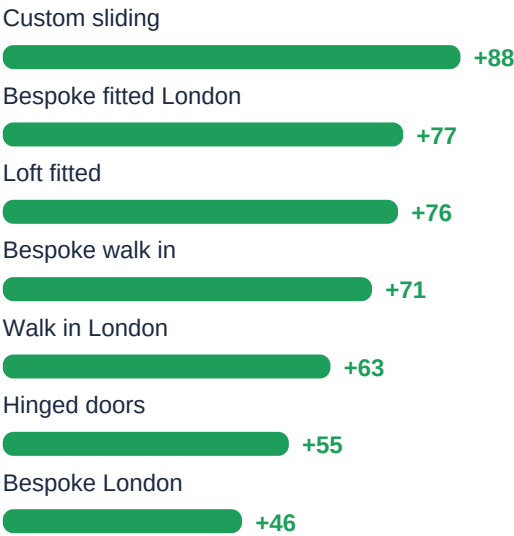
Baseline rank vs current Google ranking

KEYWORD	PREVIOUS RANK		CURRENT RANK
Bespoke Fitted Wardrobes London	78	↑	1
walk in wardrobe london	65	↑	2
custom sliding wardrobes	89	↑	1
fitted hinged wardrobe doors	56	↑	1
shaker style wardrobe	Not ranked		2
bespoke walk in wardrobe	72	↑	1
loft fitted wardrobes	77	↑	1
fitted bookshelves	Not ranked		3
glass door wardrobe	Not ranked		2
fretwork wardrobe	Not ranked		2
bespoke wardrobes london	47	↑	1

Highlighted rows = headline achievements

Positions gained

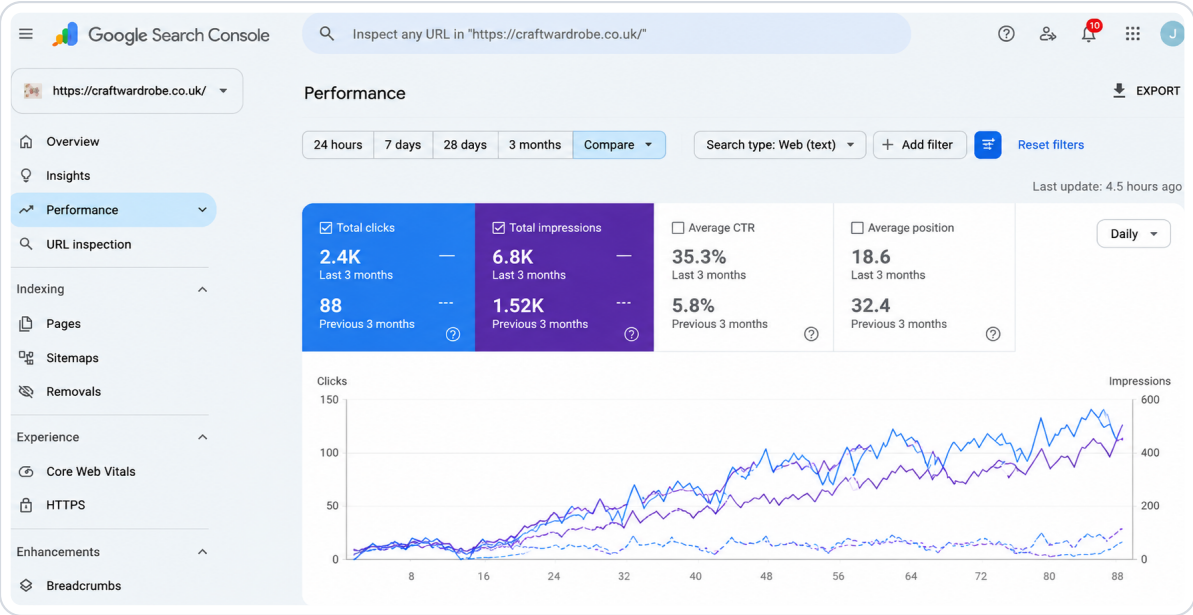
Previous rank minus current rank



4 further keywords moved from unranked to the top 3.

Organic Search Performance After SEO

Last 3 months vs previous 3 months



Source: Google Search Console, Performance report

CLICKS

88



2.4K

↑ Growth

IMPRESSIONS

1.52K



6.8K

↑ Growth

CTR

5.8%



35.3%

↑ Growth

AVG. POSITION

32.4



18.6

↑ Growth

27x

more organic clicks

4.5x

more impressions

6x

higher CTR

13.8

positions gained

The website achieved significant improvement in organic search visibility, generating higher search exposure and increased user engagement.

Website Traffic Acquisition Growth

Apr 1 - Jun 30, 2026 vs Jul 1 - Sep 30, 2026

Analyticshttps://craftwardrobe.co.uk/https://craftwardrobe.co.uk/ Try searching "add user"

Create

Traffic acquisition: Session sourc...

Custom Apr 1 - Jun 30, 2026Compare: Jul 1 - Sep 30, 2026

Reports snapshot

Realtime overview

Realtime pages

Business objectives

Generate leads

Overview

Audiences

User acquisition

Traffic acquisition

Lead acquisition

Landing page

User acquisition cohorts

Lead disqualification and L...

Drive sales

Library

Search...

Session source / medium

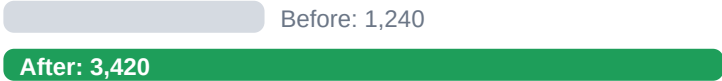
SHOW ALL ROWS

	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session
Total	4,638 vs. 1,739 ↑ 166.72%	2,876 vs. 1,082 ↑ 165.80%	62.02% vs. 62.22% ↓ 0.32%	3m 42s vs. 2m 16s ↑ 63.24%	15.4 vs. 10.4 ↑ 48.08%
1 google / organic					
Apr 1 - Jun 30, 2026	1,240 (71.30%)	860 (79.48%)	69.35%	2m 42s	12.40
Jul 1 - Sep 30, 2026	3,420 (73.76%)	2,120 (73.71%)	61.99%	3m 55s	16.10
% change	↑ 175.81%	↑ 146.51%	↓ 10.61%	↑ 45.06%	↑ 29.84%
2 (direct) / (none)					
Apr 1 - Jun 30, 2026	521 (29.96%)	290 (26.80%)	55.66%	2m 21s	11.90
Jul 1 - Sep 30, 2026	1,122 (24.20%)	620 (21.56%)	55.26%	2m 58s	13.70
% change	↑ 115.36%	↑ 113.79%	↓ 0.72%	↑ 26.24%	↑ 15.13%
3 clutch.co / referral					
Apr 1 - Jun 30, 2026	6 (0.34%)	4 (0.37%)	66.67%	2m 25s	14.30
Jul 1 - Sep 30, 2026	12 (0.26%)	9 (0.31%)	75.00%	3m 10s	18.60
% change	↑ 100.00%	↑ 125.00%	↑ 12.50%	↑ 31.03%	↑ 30.07%
4 google / cpc					
Apr 1 - Jun 30, 2026	44 (2.53%)	32 (2.95%)	72.73%	2m 12s	10.90
Jul 1 - Sep 30, 2026	84 (1.81%)	52 (1.81%)	61.90%	2m 40s	12.80
% change	↑ 90.91%	↑ 62.50%	↓ 14.88%	↑ 21.21%	↑ 17.43%

Source: GA4 Traffic acquisition, session source / medium

Sessions by channel

Organic Search



Direct Traffic



Total sessions: 1,739 to 4,638 (+166.7%)

Increased qualified visitors

Organic engagement time per session rose from 2m 42s to 3m 55s.

Improved engagement

Engaged sessions grew +165.8% across all channels.

Stronger acquisition channels

Referral and paid search sessions also showed positive growth.

OUTCOMES

SEO Results Achieved

Six measurable outcomes from the campaign



Increased organic search visibility

Impressions grew from 1.52K to 6.8K.



Improved competitive keyword rankings

6 keywords now rank #1; all 11 tracked terms sit in the top 3.



Expanded keyword coverage

4 additional service keywords entered the top 3.



Increased qualified visitors

Organic sessions rose +175.8% quarter on quarter.



Improved website engagement

Average engagement time per session up +63.2%.

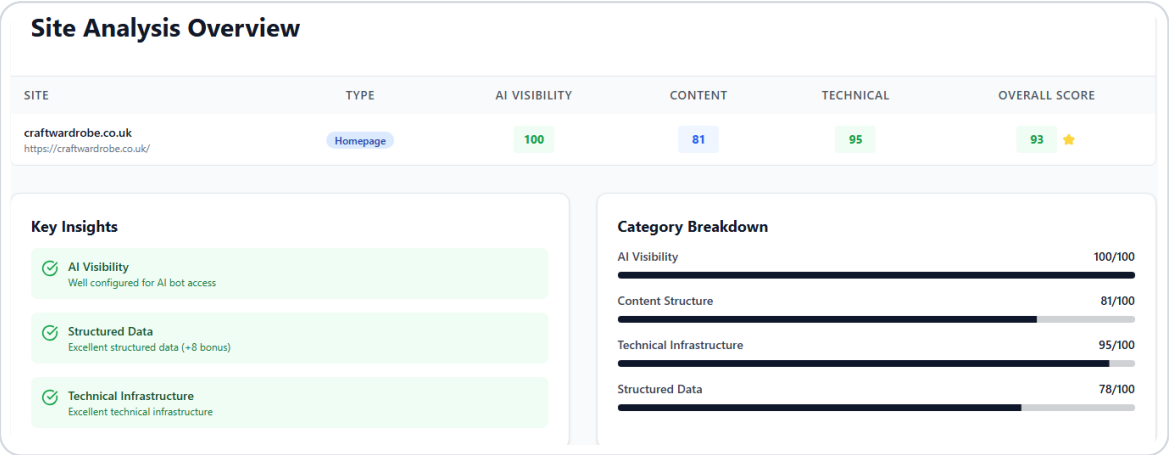


Strengthened online authority

Referral traffic from Clutch doubled, from 6 to 12 sessions.

SEO-AIO-GEO Performance Analysis

Site analysis overview for craftwardrobe.co.uk

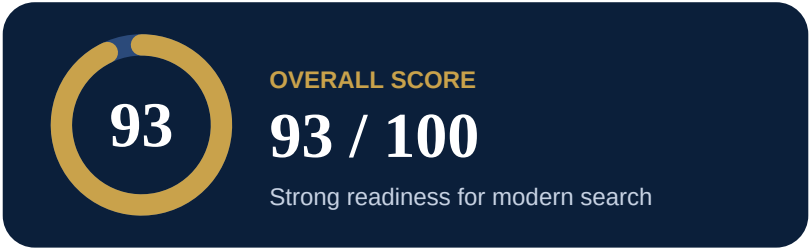
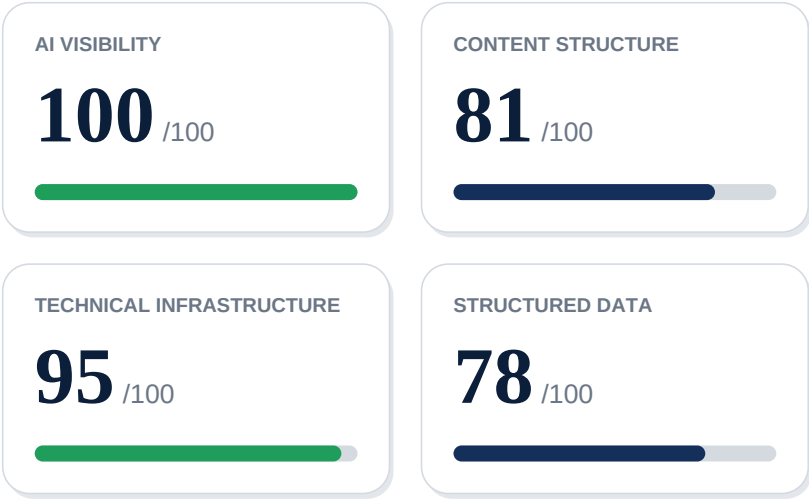


Source: AI visibility & GEO site analysis

AI Visibility: the website is well configured for AI bot access. Structured data is excellent, and technical infrastructure is strong.

WHAT THE SCORES MEAN

- ✓ 100: AI crawlers can access the site
- ✓ 95: strong technical foundation for crawling
- ✓ 81: room to deepen topical and entity coverage
- ✓ 78: scope to expand schema markup



GEO Optimization Insights

Prepared for AI-powered search environments

PREPARED TODAY THROUGH

- ✓ **AI crawler accessibility**
Better discoverability in AI-powered search.
- ✓ **Structured data implementation**
Clearer machine understanding of entities and services.
- ✓ **Better machine understanding**
Content organised so systems can interpret it.
- ✓ **Technical search accessibility**
Strong technical health supports efficient crawling and retrieval.

FUTURE OPPORTUNITIES

- 1 FAQ optimization**
Answer the questions customers ask AI assistants.
- 2 Entity-based content**
Strengthen brand, service and location signals.
- 3 Expert content development**
Publish expert insight that AI systems can cite.
- 4 Topical authority expansion**
Deepen coverage across wardrobe and interior topics.

Content structure (81) and structured data (78) are the clearest levers for the next phase.

Final Performance Summary

The journey from low visibility to an AI-ready website

BEFORE

- Low visibility
- Limited keyword coverage
- Lower organic traffic

88 clicks | 32.4 avg. position



AFTER

- ✓ Improved rankings
- ✓ Higher search visibility
- ✓ Better organic acquisition
- ✓ AI-ready website structure

2.4K clicks | 18.6 avg. position | 93/100 AI score

▮▮ **CraftWardrobe.co.uk has successfully progressed from traditional SEO improvements into a complete SEO-AIO-GEO optimization framework, creating a stronger foundation for Google Search and emerging AI-powered discovery platforms.**