commercefy

CASE STUDY

From page 3 to page 1 where it pays: East and Gray

How a Harpenden plumbing and bathroom company became the name local customers find first — on Google, and in Google's AI answers.

Prepared by Commercefy

Client: East and Gray — eastandgray.co.uk | **Sector:** Plumbing and bathroom installation, Harpenden, Hertfordshire | **Evidence:** Google Search Console, exports 11 Nov 2026. **Period:** 10 Aug – 9 Nov 2026 (92 days).

626 CLICKS IN 92 DAYS	**189,906** SEARCH IMPRESSIONS	**6,055** GOOGLE AI-FEATURE IMPRESSIONS
22.3 → 18.6 AVERAGE POSITION, FIRST 31 DAYS → LAST 31 DAYS	**1.0** POSITION FOR "EAST AND GRAY PLUMBERS HARPENDEN"	**170** OF THE TOP 1,000 QUERIES ON PAGE 1

The short version

In the first 31 days in the data, East and Gray averaged position 22.3 in Google — page 3. In the last 31 days it averaged 18.6, clicks were up 26% (199 to 251), and Google's AI features showed its pages 2,633 times, up 76%. The brand owns position 1, local searches like "plumbers harpenden" sit on page 1, and the site's how-to guides do the heavy lifting in AI answers — 62% of all AI impressions come from guide pages.

This case study shows the numbers exactly as they appear in Search Console. The direction is the story — and the next step is named at the end.

The problem: the local customers couldn’t find them

The client

East and Gray (eastandgray.co.uk) is a plumbing and bathroom company based in Harpenden, Hertfordshire. Its site covers plumbing, bathroom installation and refurbishment across Harpenden, St Albans, Hemel Hempstead, Welwyn Garden City, Leighton Buzzard and Borehamwood — 19 location pages for bathroom installation alone — plus a library of how-to guides that answer the exact questions homeowners type into Google.

That matters because a plumber’s buyers don’t browse. They search when something is broken, or when they are ready to spend on a bathroom — and they call one of the first names they see. If the business is not on page 1 for “plumbers harpenden”, it is not on the shortlist.

The challenge

In the first 31 days in the data (10 Aug – 9 Sep 2026), the site averaged position 22.3 — page 3. It earned 199 clicks from 67,593 impressions, a click-through rate of 0.29%. Google’s AI features showed its pages 1,500 times, about 48 a day.

The visibility it did have was for questions, not jobs. Its biggest single query was “how to unclog a drain”: 5,332 impressions at position 9.3 — and 0 clicks. Meanwhile the pages that earn money sat deep: bathroom installation in St Albans at position 29.5, Welwyn Garden City at 22.4, Harpenden itself at 16.6. People searching for a plumber in Harpenden saw competitors first.

WHERE IT STARTED — FIRST 31 DAYS, 10 AUG – 9 SEP 2026	VALUE
Clicks	**199**
Impressions	**67,593**
Click-through rate	**0.29%**
Average position (impression-weighted)	**22.3 — page 3**
Google AI-feature impressions	**1,500 — about 48 a day**
Position for “bathroom installation St Albans” page	**29.5**

Source: Google Search Console, Performance on Search and Generative AI Features exports, 11 Nov 2026. Totals computed from the daily Chart rows; average position is impression-weighted.

What Commercefy did: SEO, GEO and AEO, together

Commercefy worked on the site's search and AI visibility across three connected areas, described here in general service terms only. They are three parts of one job: be found on Google, be cited by AI, and win the answer.

SEO

Rank where buyers search

Improving how the site's pages rank in ordinary Google results for the terms its buyers use — the local searches, the service pages, and the guides.

GEO

Be cited by AI

Structuring and strengthening content so the site is surfaced and cited in generative AI features when homeowners ask how to fix something.

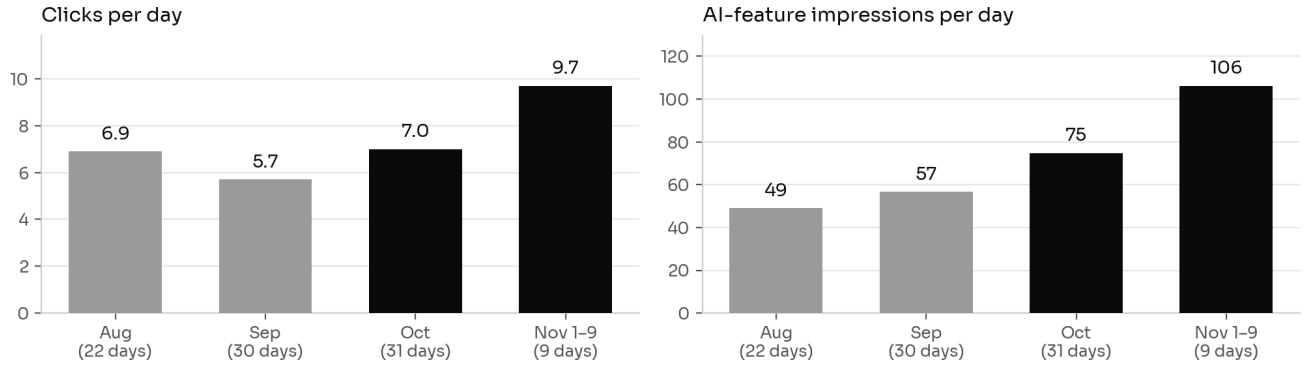
AEO

Win the answer

Shaping pages so they answer the question directly — the format Google's AI features and AI-style search prefer to quote.

The work fits this client's shape: a local trades business wins twice — once when someone nearby searches for the job, and again when someone anywhere asks AI how to fix the problem and sees the business's name attached to the answer.

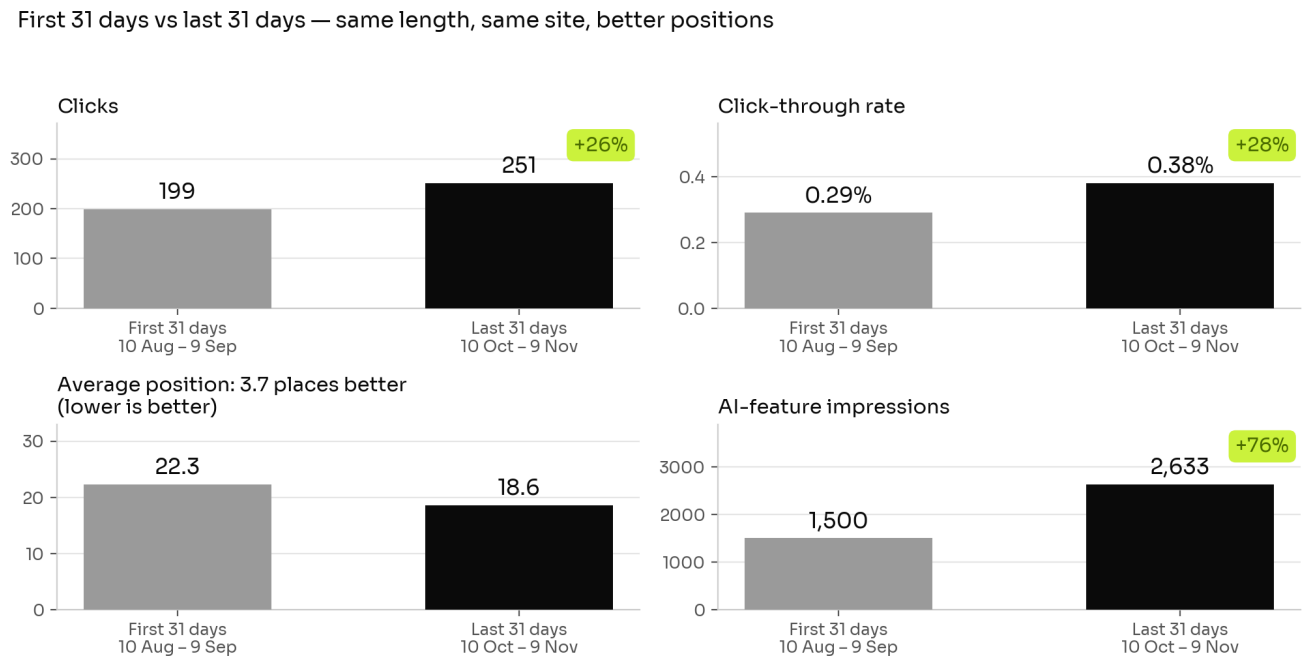
Daily averages by month — the trend is steady, not a one-week spike



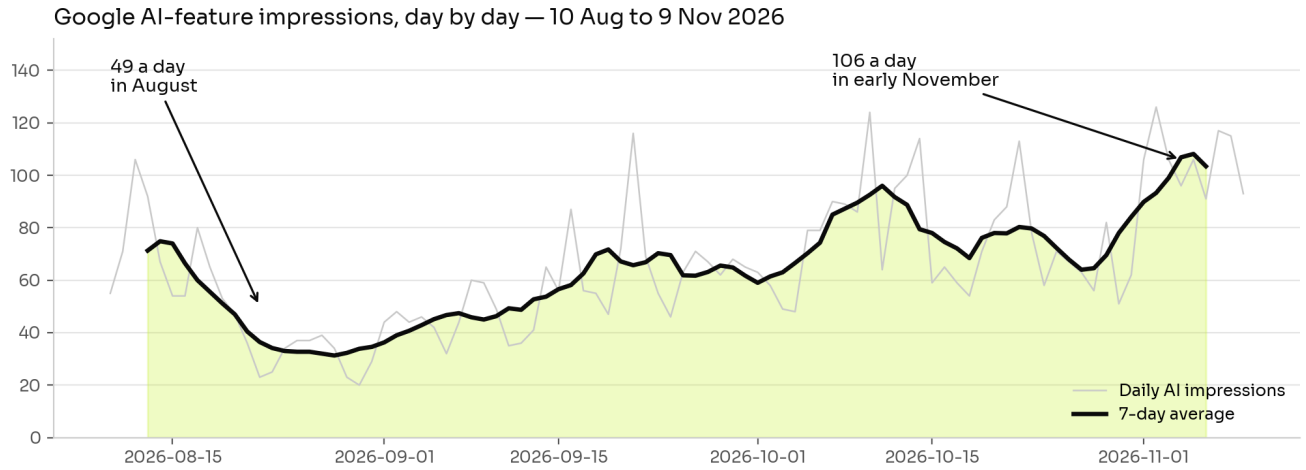
Daily averages by month. August covers 22 days (10–31 Aug) and November 9 days (1–9 Nov), so daily averages — not monthly totals — are the honest comparison. Clicks per day dipped in September, then rose to 9.7 in early November; AI-feature impressions per day rose every month, from 49 to 106. Source: Google Search Console, 11 Nov 2026 export.

The results: better positions, more clicks, twice the AI presence

The fairest comparison is the first 31 days against the last 31 days — same length, same site. Impressions were essentially flat (67,593 to 66,687). Everything else moved the right way: clicks up 26%, click-through rate up 28%, average position 3.7 places better, and AI-feature impressions up 76%.



First 31 days (10 Aug – 9 Sep 2026) vs last 31 days (10 Oct – 9 Nov 2026). Grey bars: first 31 days. Black bars: last 31 days. Average position is lower-is-better. Source: Google Search Console, 11 Nov 2026 export.



Google AI-feature impressions, day by day, with the 7-day average. The line is noisy day to day — the average tells the story: about 49 a day in August, about 106 a day in early November. Source: Google Search Console, Generative AI Features export, 11 Nov 2026.

What the rankings show

The brand owns page 1

Anyone who has heard of East and Gray finds it instantly. Brand searches brought 134 clicks from just 264 impressions — a 50.8% click-through rate.

BRAND QUERY	CLICKS	IMPRESSIONS	POSITION
“east and gray”	77	176	1.25
“east and gray plumbers harpenden”	30	46	1.0
“east and gray harpenden”	10	15	1.0
“east & gray ltd”	10	15	1.53

The local money searches are on page 1 too

170 of the top 1,000 queries sit on page 1 (position 10 or better), and 122 of the site’s 408 pages. The ones that matter most are the local job searches:

LOCAL QUERY	IMPRESSIONS	POSITION	CLICKS
“plumbers harpenden”	1,288	7.28	4
“plumbers in harpenden”	1,093	7.49	0
“bathroom fitters hemel hempstead”	575	9.93	6
“boiler repair harpenden”	517	7.51	0
“plumbing harpenden”	507	9.42	0
“harpenden plumbers”	401	9.86	1
“bathroom installation welwyn garden city”	390	7.18	0

The guides are the AI engine

Nine how-to guides earned 30,775 impressions (16% of everything the site was shown for) and 112 clicks. In AI features they matter even more: 62% of all AI-feature impressions (3,748 of 6,055) come from guide pages. The toilet guide is the site’s most-seen page (8,740 impressions) and led AI features too (884 times), followed by the water-leak guide (783) and the homepage (565). Two guides already sit on page 1 — shower-temperature at 8.91, shower-smells at 6.02.

What this means for your business. The three things that moved for East and Gray are the three things the Free Visibility Audit checks for you: **SEO** — where you rank on Google for the searches that bring you work; **GEO** — whether AI like ChatGPT cites you when people ask about your trade; **AEO** — whether your pages win the AI answer. One audit, three answers, and a clear list of what to fix first.

What’s next

Push the location service pages from page 2–3 onto page 1, where the Harpenden searches already are; turn guide visibility into clicks by making the next step — the call, the quote, the booking — obvious on the pages AI is already showing; and keep the AI lead while it compounds. Visibility is the win so far. Turning it into clicks is the next step.

Methodology

Two Google Search Console exports, both dated 11 Nov 2026 and both covering the last 3 months: Performance on Search (web search) and Performance on Search — Generative AI Features. Daily rows run 10 Aug to 9 Nov 2026 (92 days). All totals, monthly splits and before/after comparisons are computed from the daily Chart rows. The Queries, Pages, Countries and Devices tabs are top-N lists, not totals, and are never summed into a total. Average position is impression-weighted as Search Console reports it. The Generative AI Features report is a beta report and records impressions only — no clicks. “First 31 days” means 10 Aug – 9 Sep 2026; “last 31 days” means 10 Oct – 9 Nov 2026.

Book a call to get started

Find out where your business ranks on Google, whether AI like ChatGPT cites you, and whether you win AI answers — with a Free Visibility Audit from Commercefy.

Book: https://calendly.com/commercefyofc/30min
Phone: +44 7503 827786 | Email: info@commercefy.co.uk