# The registry

Eight figures, their story and their source. Dips included.

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October 2026

## 1.2M

**impressions in 16 months**

Flagship store, May 2025 to August 2026: 11,900 clicks, average position 9.

Source: Google Search Console

## +60%

**clicks, March to August 2026**

Three Google updates sank the store in March. Diagnosis, catalogue clean-up, collections rewritten, then recovery.

Source: Google Search Console

## 860

**product pages archived with 301s**

Zero-click pages removed cleanly: 2,955 down to 2,095 active. 343 off-topic products deleted, 8 collections rewritten.

Source: Catalogue and system log

## 16

**stores run single-handedly**

The flagship store (2021) and 15 single-niche stores launched since March 2026. 11 live, 3 launching, 2 closed.

Source: Internal network register

## 875

**organic clicks in September 2026**

All stores combined, without a cent of ad spend. Each store is judged at 6 months, threshold 100 clicks a month.

Source: Google Search Console

## 1,688

**of 1,688 URLs migrated**

Shopify to WordPress with no loss: every URL checked, including 402 of 402 for the travel store.

Source: Redirect check

## 98

**mobile Lighthouse**

Computer store on WordPress, LCP at 1.7 s.

Source: Lighthouse

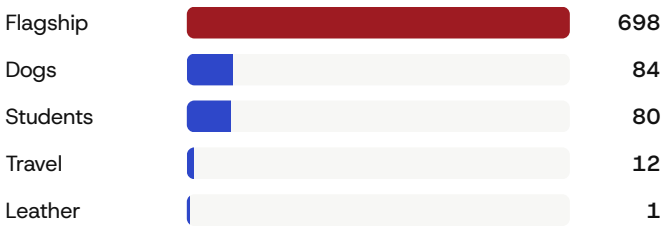
## 6%

**of pages indexed**

The dip: the same store on Shopify, barely indexed. The failure is documented on the site, figures included.

Source: Google Search Console

### ORGANIC CLICKS, SEPTEMBER 2026




Live stores that received clicks. Network total: 875. Recent stores are judged at 6 months.

### THE SYSTEM BEHIND IT

- 15 scheduled tasks, each with an alert
- 108 documented lessons
- AI cost audit: 79% of wasted tokens identified (median 92,000 per call)
- Around €30 a month for 3 servers, i.e. €0.30 per store at 100 stores
- The machine proposes, a human validates

### THE SITE

**antoinecahoursdevirgile.com**

Every figure has its own file there: the story, the screenshots and the failures. 3D adventure version at / archipel.

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Store domain names are not published