



Campaign	Industry	Website
SEO	Health Tech	www.biohackingcongress.com
Objective: promote Miami event & boost organic traffic to generate ticket sales		



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As soon as I met Thomas, he started to generate ideas on how to scale our business and make it more profitable. He proposed options on how to increase sales, bring in more leads, and increase awareness and customer engagement with our company BiohackingCongress. After onboarding with MediaMagic, we worked with a great team of brand and graphic designers, project managers, and campaign managers: Isha collected all information they needed to make our project successful and efficient. And she started to make it happen as soon as possible. As a result, our sales increased 500% over the last event in Santa Clara, CA. We love MediaMagic and look forward to continuing to work with them and increase our collaboration.

Mick Safron
Founder and Partner



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PROBLEMS AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

BiohackingCongress is the community for meeting, exchanging opinions, and exclusive skills between renowned scientists, nutritionists, dietitians, fitness explorers, life expectancy researchers, and authors of bestsellers on healthy food, sleep, and mind. The main reason to optimize their site for Google was to promote their Miami event & boost organic traffic to generate ticket sales. They also wanted to rank higher for Biohacking related keywords and optimize their site to become more search engine friendly.

SERVICES, SOLUTIONS, AND OUTCOME

We started with auditing the website and created a strategy for On-page SEO as well as the Off-page SEO activities which will help us to boost the local rankings.

We started with keyword research to find biohacking-related keywords with high search volume and less competition. We have optimized the website by creating sitemaps, meta titles, meta descriptions, image alt tags, schema structured data markup, etc. We analyzed the website for page loading speed & mobile usability, and also made sure that the website does not contain duplicate content.

For maintaining a natural backlink profile, we have created social media links, local business directories links, local forum communities links, etc where the linking domains had high domain authority and low spam scores. We have shared images, videos, infographics, and website URLs on all the major social media platforms. We also analyzed the backlinks of the competitor's website and used them in our link-building strategy.



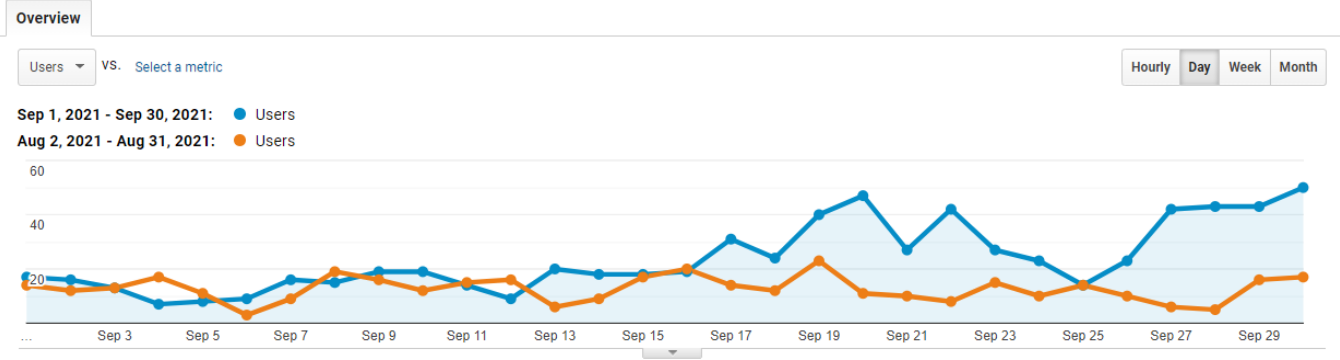
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GOOGLE ANALYTICS STATS

Increase in the Organic Traffic if we compare September 2021 with August 2021

Organic Traffic +7.89% Users
+ Add Segment
Sep 1, 2021 - Sep 30, 2021
Compare to: Aug 2, 2021 - Aug 31, 2021



<p>Users</p> <p>Organic Traffic</p> <p>82.99%</p> <p>538 vs 294</p>	<p>New Users</p> <p>Organic Traffic</p> <p>88.76%</p> <p>487 vs 258</p>	<p>Sessions</p> <p>Organic Traffic</p> <p>94.87%</p> <p>873 vs 448</p>	<p>Number of Sessions per User</p> <p>Organic Traffic</p> <p>6.49%</p> <p>1.62 vs 1.52</p>
<p>Pageviews</p> <p>Organic Traffic</p> <p>112.89%</p> <p>2,131 vs 1,001</p>	<p>Pages / Session</p> <p>Organic Traffic</p> <p>9.25%</p> <p>2.44 vs 2.23</p>	<p>Avg. Session Duration</p> <p>Organic Traffic</p> <p>17.93%</p> <p>00:03:01 vs 00:02:34</p>	<p>Bounce Rate</p> <p>Organic Traffic</p> <p>5.80%</p> <p>57.39% vs 54.24%</p>

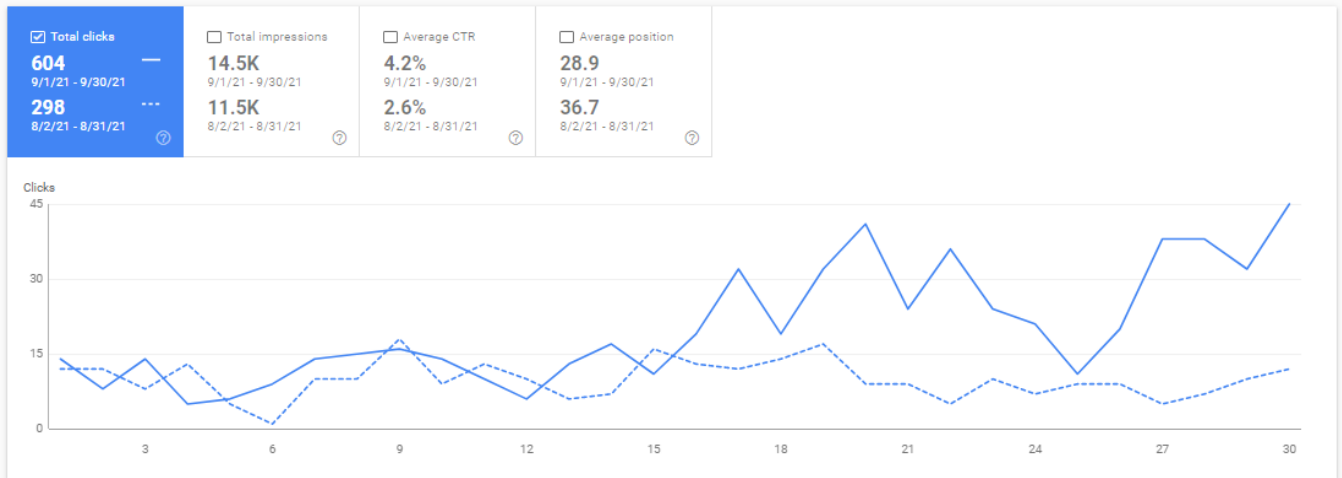


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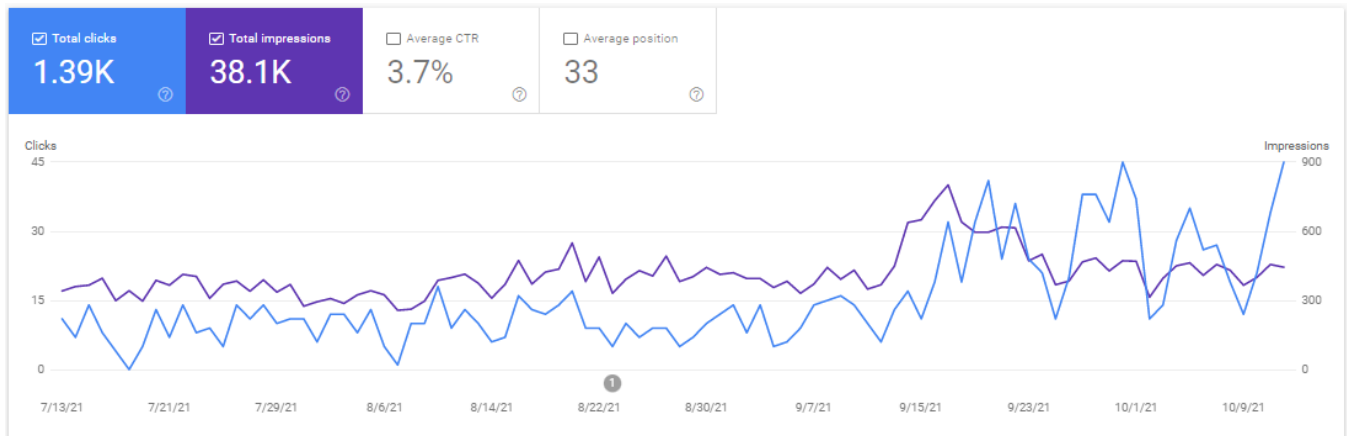
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GOOGLE SEARCH CONSOLE STATS

Increase in the Organic Traffic if we compare September 2021 with August 2021



Overall Stats in the past 3 months



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GOOGLE RANKING

Keywords that are ranking on the 1st Page

KEYWORDS (1 - 20 OUT OF 20)	HVOL.	JUN 28	JUL 26	AUG 30	SEP 27	OCT 11
biohacking congress	50	1	1	1	1	1
biohacking congress 2021	10	1	1	1	1	1
biohacking miami	10	4	3 ▲1	3	2 ▲1	1 ▲1
biohacking event	10	4	3 ▲1	5 ▼2	6 ▼1	6
biohacking conference	170	19	8 ▲11	11 ▼3	9 ▲2	8 ▲1
biohacking conference 2021	170	10	10	10	7 ▲3	8 ▼1

Improvement in the ranking of other keywords

KEYWORDS (1 - 20 OUT OF 20)	HVOL.	JUN 28	JUL 26	AUG 30	SEP 27	OCT 11
top biohacking products	110	30	21 ▲9	13 ▲8	12 ▲1	13 ▼1
biohacking products	210	40	27 ▲13	25 ▲2	13 ▲12	16 ▼3
biohacking company	70	-	-	32 ▲68	32	18 ▲14
biohacking summit	40	58	48 ▲10	23 ▲25	24 ▼1	21 ▲3
biohacking supplements	390	-	52 ▲48	30 ▲22	27 ▲3	23 ▲4
biohacking for women's health	10	-	-	28 ▲72	41 ▼13	26 ▲15
biohacking community	20	29	25 ▲4	26 ▼1	23 ▲3	27 ▼4
biohacking for longevity	10	62	31 ▲31	32 ▼1	25 ▲7	29 ▼4
biohacking health	40	-	74 ▲26	81 ▼7	55 ▲26	50 ▲5
biohacking for health	10	-	95 ▲5	75 ▲20	67 ▲8	57 ▲10



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