

CASE STUDY

MEDIAMAGIC & BIOHACKING CONGRESS



Services: SEO



Industry: Healthcare & Medical Devices



Objective: promote the Miami event & boost organic traffic to generate ticket sales



Website: biohackingcongress.com

“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 for increasing sales, bringing in more leads, and increasing 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 increasing our collaboration.

Mick Safron, Founder and Partner



NEW USERS NUMBER

INCREASED BY 88.76%



PROBLEM 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.

SOLUTION AND RESULTS



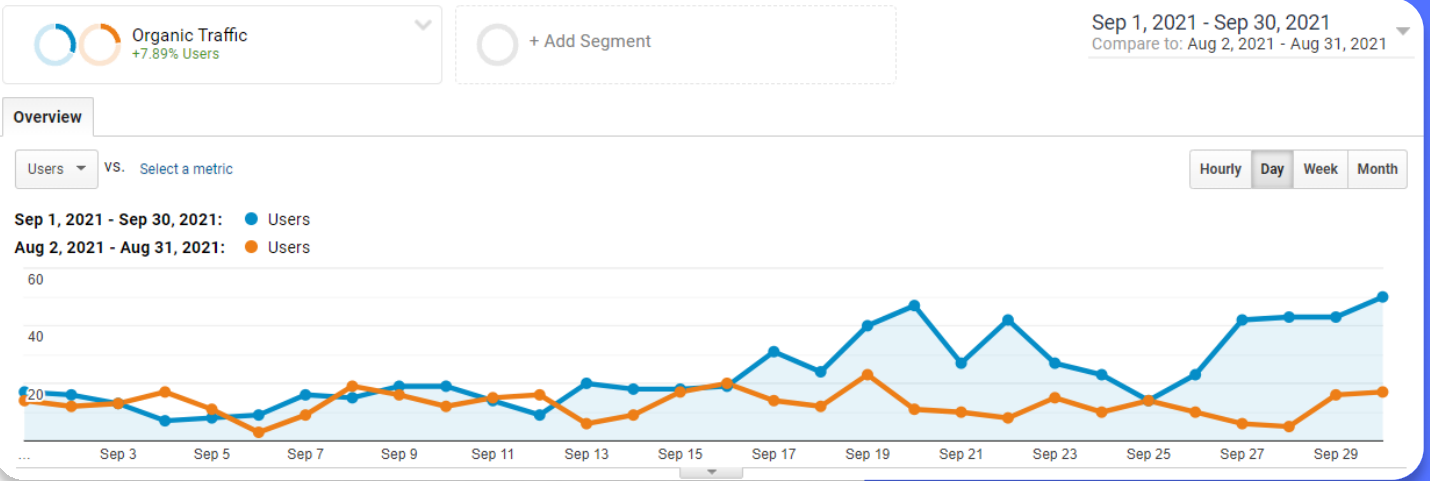
Our customer **SOLD OUT** the event and had over **600 attendees in Miami, Florida!** Our results exceeded expectations. In comparison, BioHacking Congress only had 15 paid onsite attendees in San Jose, California, before engaging MediaMagic.

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.

To maintain 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.

GOOGLE ANALYTICS STATS

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



Users

Organic Traffic

82.99%

538 vs 294



New Users

Organic Traffic

88.76%

487 vs 258



Sessions

Organic Traffic

94.87%

873 vs 448

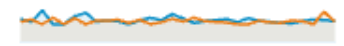


Number of Sessions per User

Organic Traffic

6.49%

1.62 vs 1.52



Pageviews

Organic Traffic

112.89%

2,131 vs 1,001



Pages / Session

Organic Traffic

9.25%

2.44 vs 2.23



Avg. Session Duration

Organic Traffic

17.93%

00:03:01 vs 00:02:34



Bounce Rate

Organic Traffic

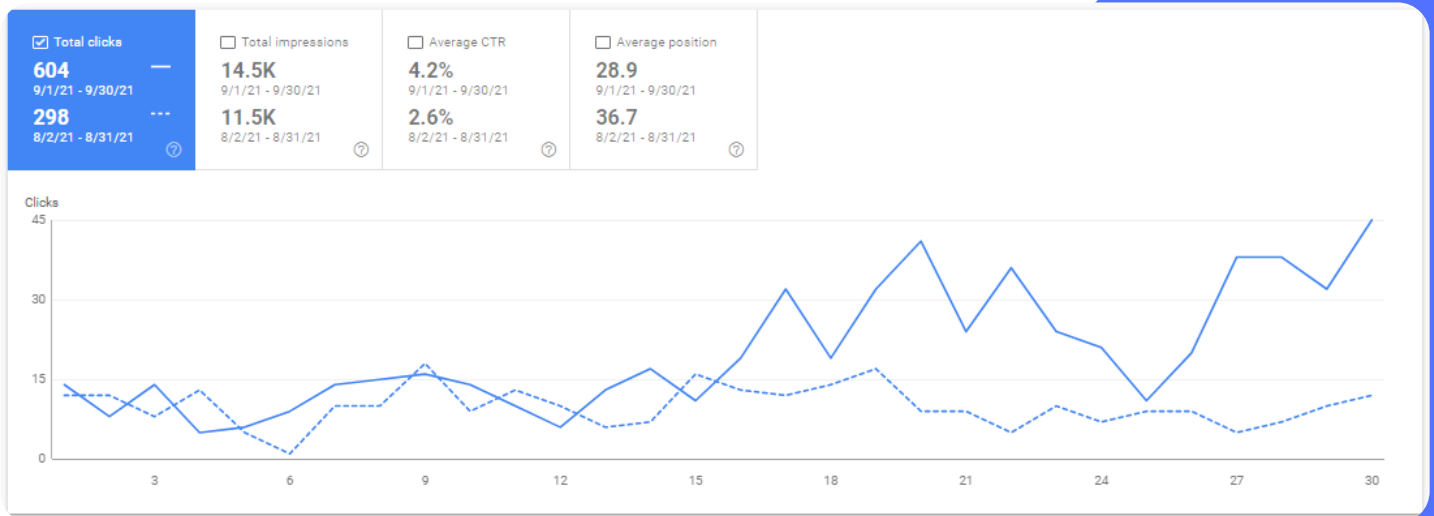
5.80%

57.39% vs 54.24%

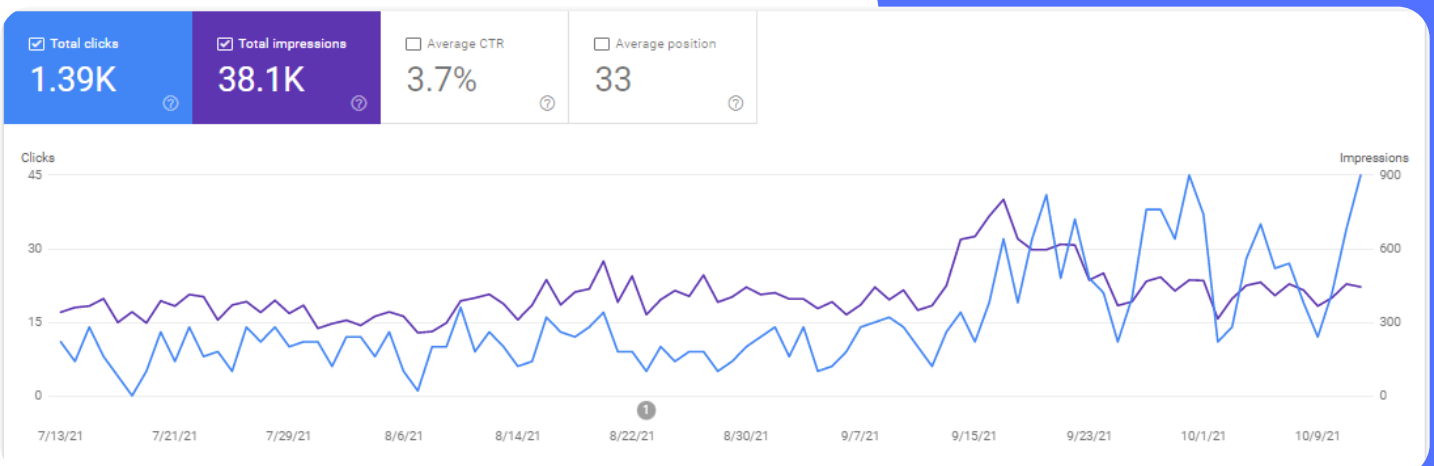


GOOGLE SEARCH CONSOLE STATS

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



Overall Stats in the past 3 months



GOOGLE RANKING

Keywords that are ranking on the 1st Page

KEYWORDS (1 - 20 OUT OF 20)	H VOL.	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 ↗ 6	210	40	27 ▲ 13	25 ▲ 2	13 ▲ 12	16 ▼ 3
biohacking company ↗ 3	70	-	-	32 ▲ 68	32	18 ▲ 14
biohacking summit ↗ 3	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 ↗ 5	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

Improvement in the ranking of other keywords

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

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 **30 MINUTE MEETING**



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