CASE STUDY · REBRAND SEO + GEO · WIX

CYBR.SEC.CON.: a new domain to 10,339 Google clicks in 10 weeks, with clicks up every week to the event

A two-day cybersecurity conference in Houston that moved from the HOU.SEC.CON. name to a new domain in July 2026. Figures run from launch week (13 July) to event week (13 to 19 September).

CLIENT	MARKET	PLATFORM	SERVICE	PERIOD
CYBR.SEC.CON.	Houston, Texas, USA	Wix	Rebrand SEO + GEO	13 Jul to 19 Sep 2026

Google clicks, launch to event week
10,339
13 Jul to 19 Sep 2026

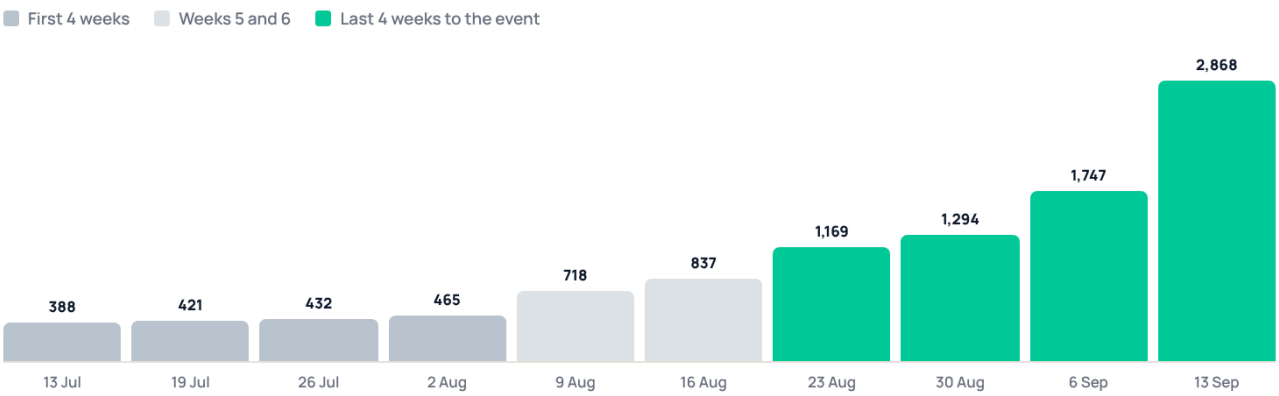
Weekly clicks, launch week to event week
7.4x
388 → 2,868

Clicks, last 4 weeks vs first 4 weeks
4.1x
1,706 → 7,078

Impressions in Google's AI features
13.1K
13 Jul to 19 Sep 2026

Google clicks by week, launch week to event week

Every week brought more clicks than the week before, from 388 in launch week to 2,868 in event week.



Before and after

MEASURE	BEFORE	AFTER	CHANGE
Google clicks, last 4 weeks vs first 4 23 Aug–19 Sep vs 12 Jul–8 Aug 2026	1,706	7,078	4.1x
Google impressions Same periods	11,098	31,211	2.8x
Clicks from "conference" searches Queries containing "conference"	14	167	12x
Clicks from "houston" searches Queries containing "houston"	123	992	8.1x

Search visibility

8.5 → 4.6
Average position, first vs last 4 weeks

15.4% → 22.7%
Click-through rate

49.6K
Impressions, launch to event week

21.6 → 9.4
Average position for "conference" searches

Event searches now on page 1

Average position, last 4 weeks before the event

houston security conference 2026	#1
houston cybersecurity conference 2026	2.3 → 1.3
cybersecurity conference houston	2.0 → 1.5
houston cybersecurity conference	1.6
houston security conference	8.0 → 4.4

WIX SOLUTION

Source: Google Search Console (web search and the Generative AI features report), pulled 9 November 2026. Screenshots of every report are on the case study page at wixsolution.com.

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CYBR.SEC.CON.: new domain to 10,339 Google clicks in 10 weeks, with clicks up every week to the event

Client CYBR.SEC.CON. · **Market** Houston, Texas, USA · **Platform** Wix · **Service** Rebrand SEO + GEO · **Website** cybrseccon.com

Houston cybersecurity conference that moved to a brand new domain in July 2026. 10,339 Google clicks in 10 weeks, up every single week. Every number below comes from Search Console or a crawl of the live site, with screenshots.

01 Project brief and objective

CYBR.SEC.CON. is the Houston cybersecurity conference from the team that has run HOU.SEC.CON. since 2010, with 3,000+ attendees. The rebrand moved it to a brand new domain less than 10 weeks before the event.

STARTING POINT New domain with no search history · 388 clicks in launch week · “houston security conference” at position 8

OBJECTIVE Own the Houston security conference searches before event week and grow clicks every week.

02 Technical workflow and methodology

STEP 01

Technical SEO audit

New domain verified in Search Console with a clean XML sitemap from day one. All 10 URLs crawled and checked.

- 10/10 pages indexed
- 10/10 unique titles and descriptions
- 9/9 URLs on HTTPS

STEP 02

Keyword and intent mapping

Each event intent has a page: attend, agenda, speakers, exhibitors and press.

- “conference” search clicks 14 → 167

STEP 03

On-page SEO

Titles and descriptions built on how people search the event, for example “CyberSecurity Conference Houston 2026”.

- #1 for “houston security conference 2026”

STEP 04

Structured data and entity SEO

Organization, WebSite and Person schema with five official profiles, so Google connects the new domain to the team behind the event.

- 5 sameAs profiles
- Average position 8.5 → 4.6

STEP 05

Core Web Vitals

Field data from the Chrome UX Report, tracked in the Search Console Core Web Vitals report.

- 9 good URLs on desktop
- 0 poor, 0 need improvement

STEP 06

Internal linking

A flat 10-page structure. Exhibitors, resources and press pages are linked from every page.

- 10 pages, all in the sitemap
- Key pages linked from all 10 pages

STEP 07

AI search visibility (GEO)

AI crawlers are allowed in robots.txt and llms.txt is live. Impressions in Google’s AI features peaked in event week.

- 13.1K AI feature impressions in 10 weeks

03 Tools used

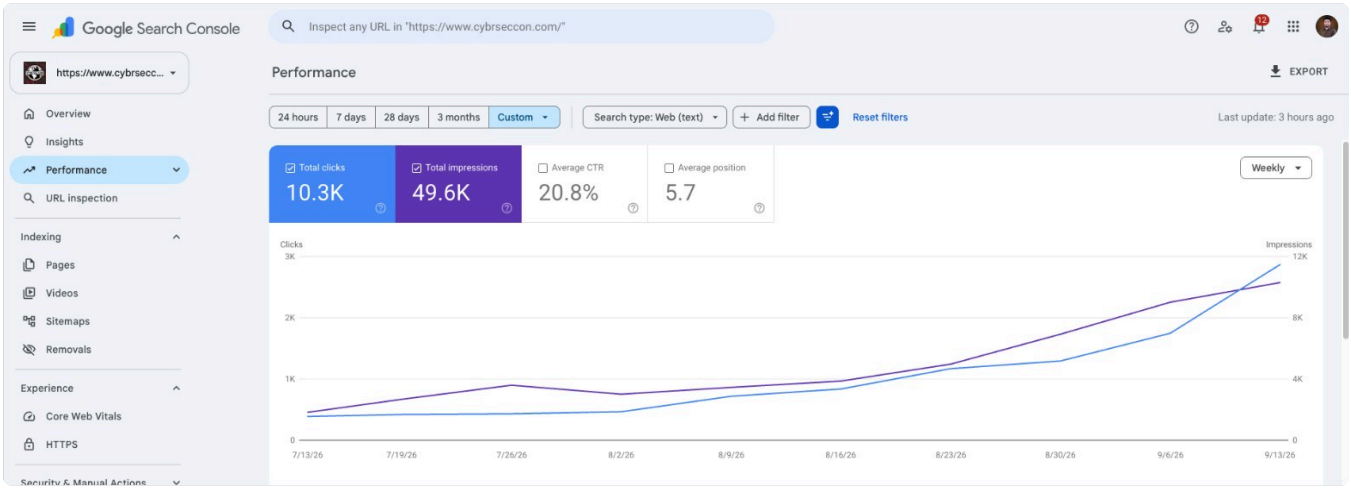
Google Search Console | XML sitemap | Wix SEO settings | JSON-LD schema

04 Measurable outcomes

Search Console, new domain, 13 July to 19 September 2026. Last 4 weeks before the event vs the first 4 weeks after launch, unless noted.

Clicks and impressions

MEASURE	BEFORE	AFTER	CHANGE
Google clicks in 10 weeks new domain, from zero		**10,339**	
Google clicks last 4 weeks vs first 4 weeks	1,706	**7,078**	▲4.1x
Weekly clicks launch week vs event week	388	**2,868**	▲7.4x
Google impressions	11,098	**31,211**	▲2.8x
Click-through rate	15.4%	**22.7%**	▲7.3 pts



Weekly clicks and impressions, launch week to event week: 10.3K clicks. Clicks grew every week.



Last 4 weeks (solid) vs first 4 weeks (dashed): clicks 7.08K vs 1.71K.

Keyword ranking growth

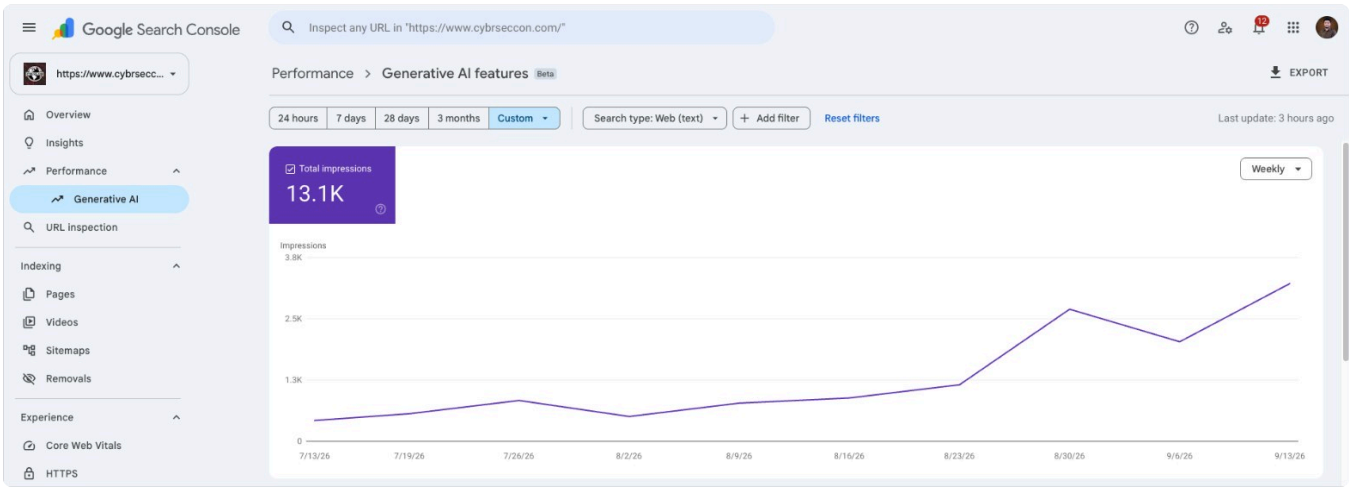
MEASURE	BEFORE	AFTER	CHANGE
“houston security conference 2026” ranks first		**#1**	
Average position, all queries	8.5	**4.6**	▲3.9 places
Clicks from “houston” searches	123	**992**	▲8.1x
Clicks from “conference” searches position 21.6 → 9.4	14	**167**	▲11.9x
“houston security conference” position clicks 5 → 32	8.0	**4.4**	▲3.6 places
“houston cybersecurity conference 2026” position	2.3	**1.3**	▲1 place

Top queries	Clicks 8/23/26 - 9/19/26	Clicks 7/12/26 - 8/8/26	Clicks Difference	Position 8/23/26 - 9/19/26	Position 7/12/26 - 8/8/26	Position Difference
houston security conference	32	5	27	4.4	8	-3.6
houston security conference 2026	26	0	26	1	0	1
houston cybersecurity conference	25	7	18	1.6	1.5	0.1
houston cybersecurity conference 2026	19	1	18	1.3	2.3	-1
houston cyber security conference	18	0	18	1.4	0	1.4
cybersecurity conference houston	13	0	13	1.5	2	-0.5

Searches containing “conference”, sorted by click change.

AI search visibility

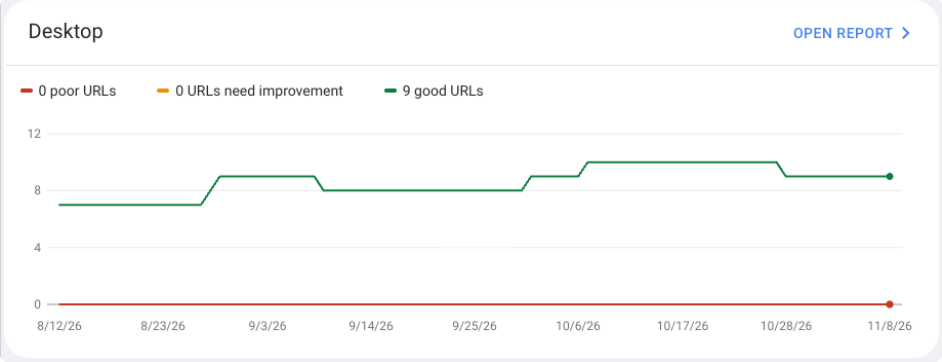
MEASURE	BEFORE	AFTER	CHANGE
Impressions in Google’s AI features 13 Jul to 19 Sep 2026, Search Console report		**13.1K**	



Generative AI features report: 13.1K impressions, 13 Jul to 19 Sep 2026.

Technical health

MEASURE	BEFORE	AFTER	CHANGE
Good URLs on desktop, Core Web Vitals 0 poor, 0 need improvement		**9**	



Core Web Vitals, desktop: 9 good URLs, 0 poor.

Source: Google Search Console, pulled 9 November 2026. Technical figures: full crawl of 10 URLs and Search Console, 10 November 2026. New domain data starts 13 July 2026. Last 4 weeks: 23 Aug to 19 Sep; first 4 weeks: 12 Jul to 8 Aug 2026.

WiX SOLUTION

Prepared by WiX Solution, SEO and AI search agency. More case studies: wixsolution.com/case-studies