CASE STUDY · SEO + GEO

CYBR.SEC.CON.: new domain to #1 for "Houston security conference" in under 10 weeks

Houston cybersecurity conference on Wix, rebranded from HOU.SEC.CON. to a brand new domain in July 2026. We set up the new domain for search and built the pages around event searches. Below are real numbers from Google Search Console.

Client	Market	Platform	Service	Website
CYBR.SEC.CON. (formerly HOU.SEC.CON.)	Houston, Texas, USA	Wix	Rebrand SEO + GEO	cybrseccon.com

Non-brand search clicks
179 from 61
2.9x

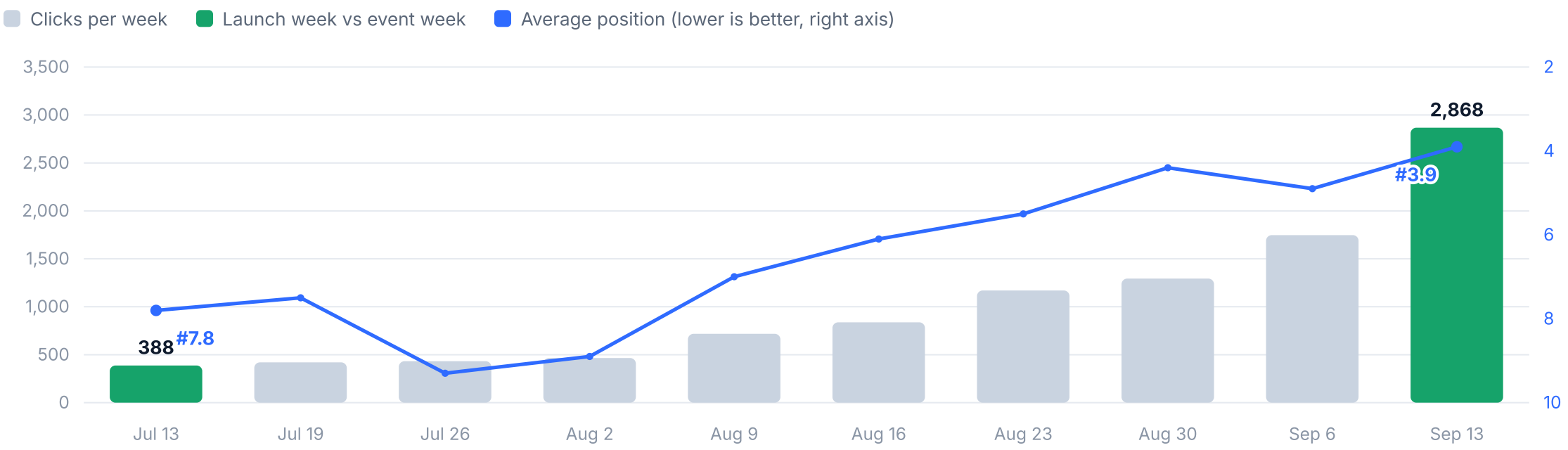
Keywords on page 1 (top 10)
259 from 173
+50%

Average Google position
4.4 from 6.7
2.3 spots higher

Google AI feature impressions
8,545 from 3,701
2.3x in one month

Weekly clicks grew 7x from domain launch to event week

Weekly Google organic clicks and average position, 13 July to 19 September 2026



Event searches now land on the new site

Clicks, 1 to 29 Aug vs 1 to 29 Sep 2026

SEARCH QUERY	AUG	SEP	CHANGE
houston security conference	8	**30**	3.8x
houston security conference 2026	4	**24**	6x
houston cybersecurity conference 2026	4	**21**	5.3x
houston cybersecurity conference	9	**20**	2.2x
cyber security conference houston	0	**10**	new

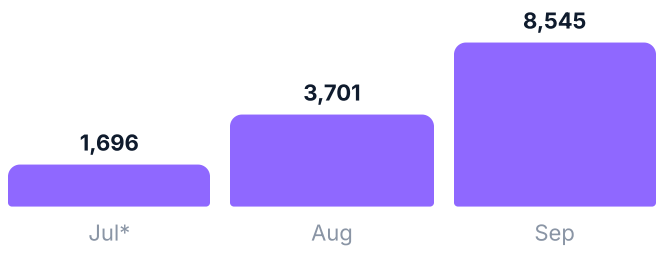
SAME PERIOD, WHOLE SITE

- Monthly clicks 3,494 (Aug) → 5,949 (Sep)
- Avg position 6.7 → 4.4
- "cybersecurity conferences" impressions 107 → 2,618

GEO: Google's AI recommends the event

Impressions in AI Overviews and AI Mode, from Search Console's Generative AI report

17
pages on the site already shown in Google AI features



PAGES GOOGLE'S AI SHOWS MOST

Homepage	13,235
Attend	1,080
Sponsor prospectus	845
Agenda	390
Resources	214

What we did

01 Rebrand move
Set up the new cybrseccon.com domain in Search Console with a clean sitemap so the HOU.SEC.CON. name could carry over to the new brand.

02 Event keyword pages
Titles and meta descriptions built around "Houston cybersecurity conference 2026" and related event searches.

03 Structured data for AI
Organization and WebSite schema on the homepage so Google and AI tools know who runs the event.

04 Weekly tracking
Checked Search Console every week in the run-up to the event and fixed gaps fast.

WiX Solution

Source: Google Search Console (web search), pulled 2 Oct 2026. Keyword counts = queries with an average position of 10 or better / 3 or better. Site: cybrseccon.com (new domain, data starts 13 Jul 2026). Comparison: 1 to 29 Aug 2026 vs 1 to 29 Sep 2026. *AI data from 13 Jul 2026.