

# UniqCast

# CASE STUDY



Using SEO To Help A (Very) Niche Business  
Reach Relevant New Audiences

# ABOUT SPISEK

We're **Spisek**, a leading **digital marketing agency** that helps businesses achieve their marketing goals by leveraging the latest digital technologies and strategies.

One of our clients, **UniqCast**, is a specialized telecommunication vendor that offers unique solutions to businesses in the **highly niche** market of **OTT video streaming services**. To enhance their search engine rankings, boost organic traffic, and ultimately, increase conversions, UniqCast enlisted Spisek's assistance.



[www.spisek.si](http://www.spisek.si)

## THE CHALLENGE

UniqCast had a **great product** but was **struggling to get the visibility** it deserved on search engines. Despite having a well-designed website, the latter was not optimized for search engines, and was not ranking well in **search engine results pages** (SERPs) as a result. The **low ranking** was resulting in **low traffic**, and consequently, **fewer conversions** (form fill outs, new newsletter subscriptions, resource downloads).

UniqCast needed to improve its visibility on search engines to **reach its target audience** and **increase its customer base**. In addition, analytics was incorrectly set up, which meant there was initially no reliable data on website visits apart from that which can be obtained from Google Search Console.



## THE SOLUTION

Spisek conducted a **thorough analysis** of UniqCast's website using Creeper, its own **technical SEO auditing solution**, and identified areas that needed improvement. In addition, the team did an in-depth examination of the website's **analytics** to identify areas for improvement and **to develop a data-driven strategy** for driving more traffic and conversions.

The team worked on the website's **on-page optimization**, improved the website's **speed and performance**, and created high-quality **content optimized for specific keywords**. To improve the website's search engine rankings, Spisek also implemented a **link-building strategy** using high-quality links from authoritative websites.



## THE RESULTS



**246.7%**

Increase in  
Impressions



**458.0%**

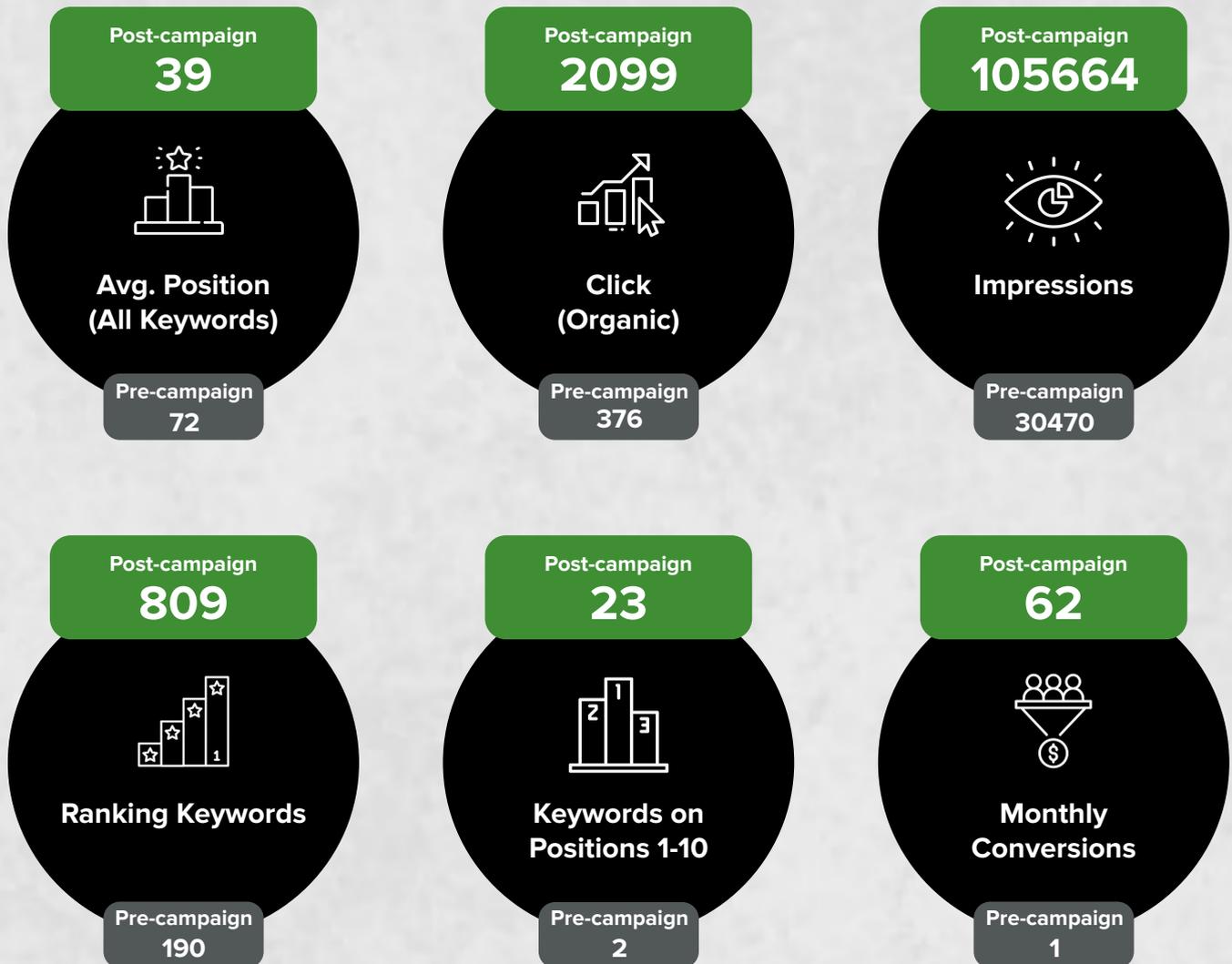
Increase in  
Clicks



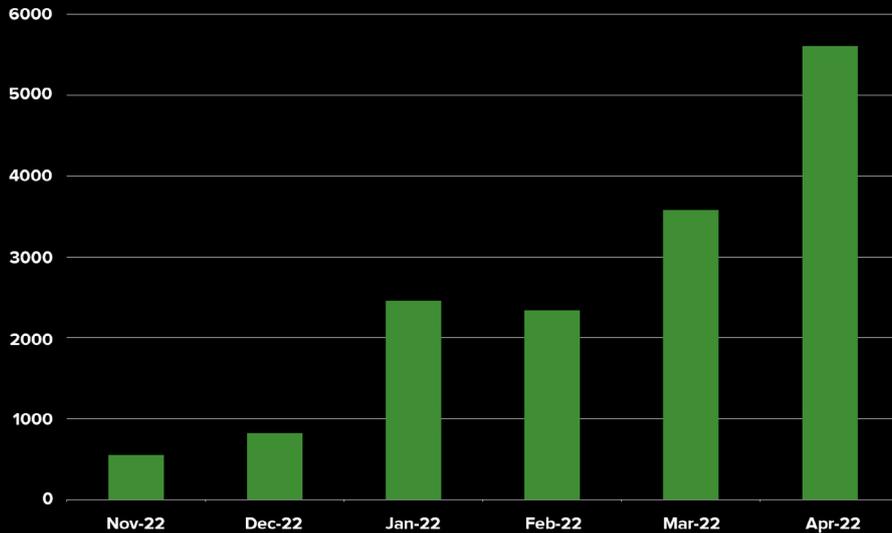
**6100%**

Increase in Monthly  
Conversions

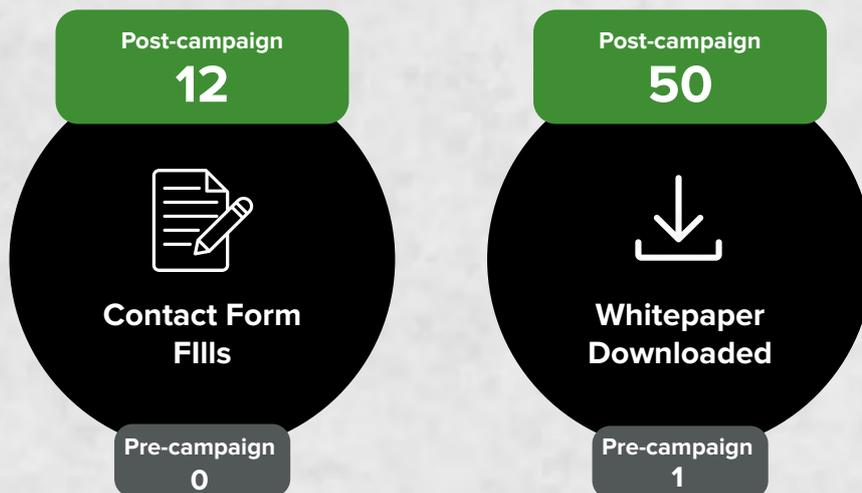
Spisek's efforts produced **outstanding results** for UniqCast. Within six months, UniqCast's search engine rankings - and, more importantly, the quality of the website's audience - had improved significantly, resulting in a **458% increase in organic traffic**. The table below shows the data from **Google Search Console** and **aHrefs**, which demonstrates the improvement in search engine rankings and organic traffic.



The team tracked the number of contact forms filled out, whitepapers downloaded, and other key metrics using **Google Analytics 4**, which helped in measuring the success of the campaign.



The following table shows the data for conversions before and after the campaign.





## CONCLUSION

The success of the campaign is demonstrated by the remarkable **improvement in search engine rankings**, increased **organic traffic**, and considerable **growth in revenue**. Spisek's data-driven approach and expertise in digital marketing helped UniqCast establish its presence in the market and drive business growth.



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