

# 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**

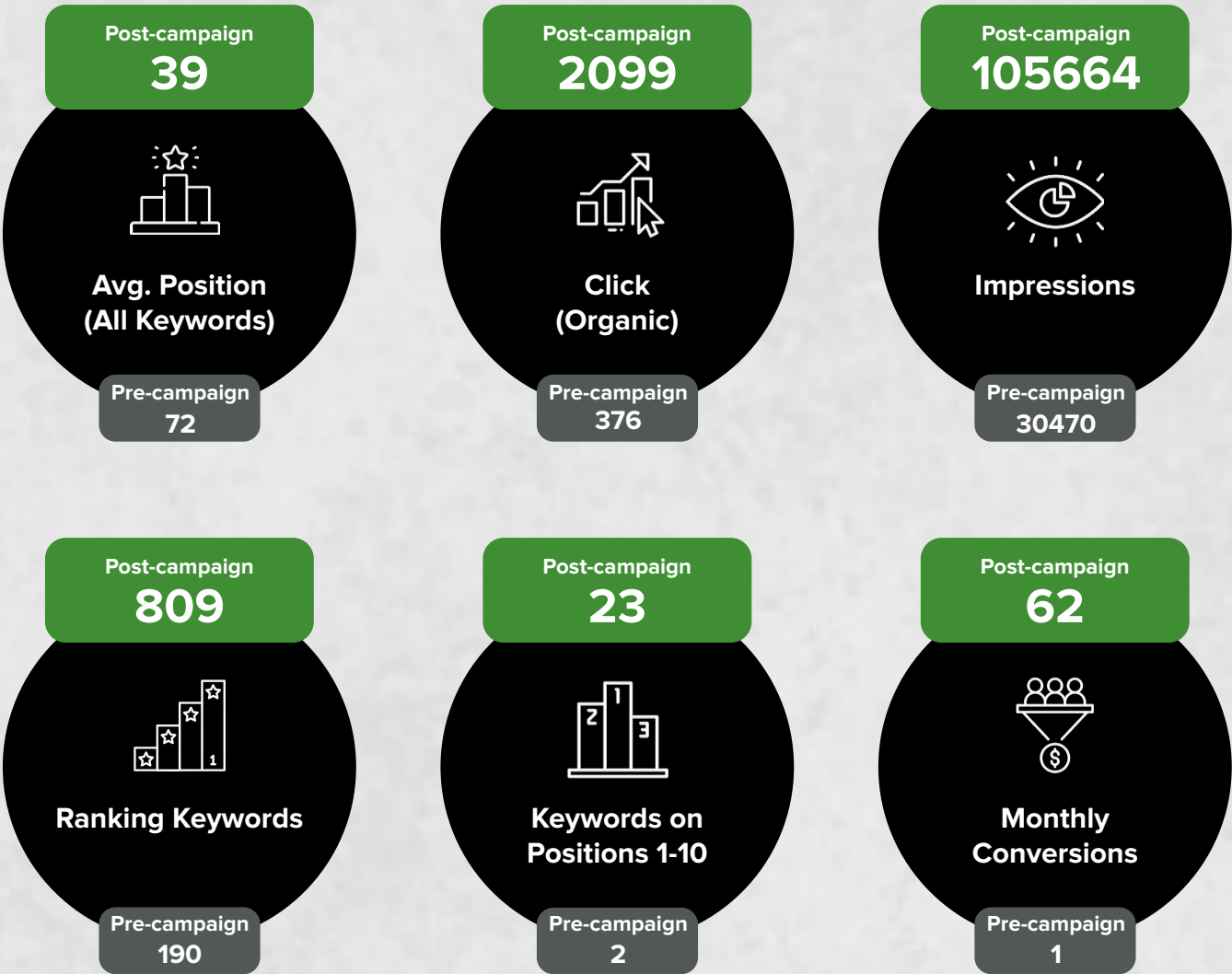


**6100%**

**Increase in Monthly  
Conversions**



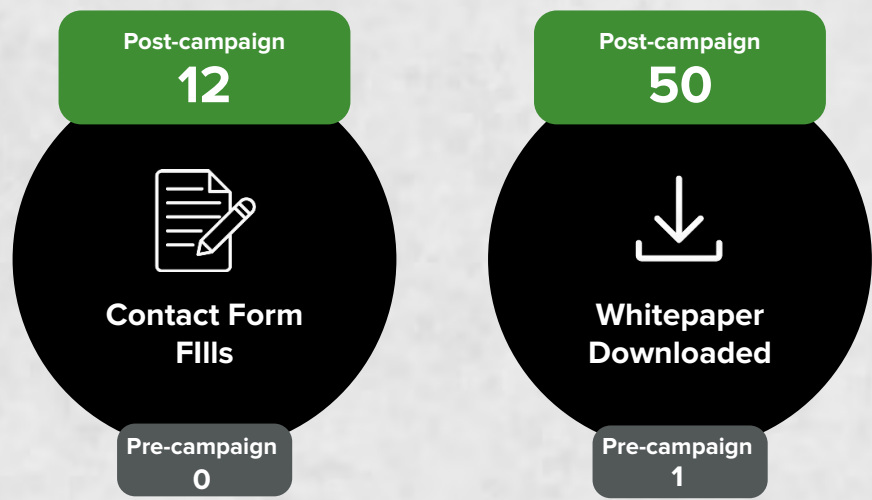
Spisek's efforts produced **outstanding results** for UniqCast. Within six months, UniqCast's search engine rankings - and, more importantly, the quality of the website's audience - had improved significantly, resulting in a **458% increase in organic traffic**. The table below shows the data from Google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