



PosiRank

SEO Case Study

Client: Epiphan (<https://www.epiphan.com/>)

Epiphan Video is a technology company specializing in professional video production, streaming, and recording solutions. Operating within the professional audiovisual (Pro AV) and enterprise video technology industry, Epiphan serves organizations that rely on video as a critical communication and collaboration tool.

Their solutions enable customers to produce live broadcasts, record presentations and meetings, support hybrid events, and manage video infrastructure across multiple locations. By combining purpose-built hardware with cloud-based management software, Epiphan helps organizations create scalable, efficient video production workflows without the complexity of traditional broadcast systems.

Service: Posirank A List Link Building

Campaign Length: 6 Months

Strategy

Posirank developed a six-month link acquisition campaign focused on building sustainable authority rather than simply increasing backlink volume.

The campaign consisted of acquiring between **9 and 18 premium A-List backlinks each month**, sourced from websites meeting strict quality standards across multiple SEO authority metrics.

Each placement was carefully vetted against minimum thresholds, including:

- Domain Rating (Ahrefs)
- Domain Authority
- Trust Flow
- Citation Flow
- Referring Domains
- Organic Ranking Keywords

- Monthly Organic Traffic
- United States Organic Traffic
- English-speaking audience relevance

Rather than prioritizing quantity, every backlink was selected to maximize topical authority, trust, and long-term ranking potential.

The Results

Throughout the campaign, Posirank monitored **51 strategically selected keywords** representing Epiphan's highest-value search opportunities.

After six months:

- Organic traffic increased by **127.04%** compared to the previous six-month period.
- **18 tracked keywords** entered Google's Top 10 results or significantly improved their existing rankings.
- The increase in search visibility translated into substantially greater exposure across high-intent search queries within Epiphan's industry.

Keyword	Rank	Change	Avg.	Best	Search	EV
how does live streaming work	23	↑ 1	33.3	12	140	0
how to live stream	27	↓ 7	29.8	3	1,300	0
how to live stream events	52	↑ 49	74.4	20	270	0
live streaming an event	101+	*	91.9	25	60	0
how to convert hdmi to usb	12	↑ 2	14.3	3	20	0
flipped classroom	30	↑ 71	79.8	24	4,900	0
streaming encoder	24	↑ 4	61.0	13	2,000	0

Keyword	Rank	Change	Avg.	Best	Search	EV
encoder software vs hardware	14	▲ 8	11.9	3	10	0
what is the flipped classroom approach	38	▲ 63	70.1	16	100	0
flipped classroom techniques	101+	*	87.4	25	80	0
flipped classroom strategy	21	▲ 80	45.6	9	50	0
hardware encoder for live streaming	22	▼ 6	20.1	11	50	0
advanced lecture capture solution	4	▲ 7	12.8	4	N/A	N/A
best hardware encoder for live streaming	22	▼ 5	27.3	9	70	0

Keyword	Rank	Change	Avg.	Best	Search	EV
streaming encoder software or hardware	4	▲ 11	7.6	3	10	1
software vs hardware encoding	15	▲ 1	15.1	3	80	1
hardware vs software encoding	14	▲ 1	13.6	2	100	1
lecture capture software	17	▼ 10	22.9	5	180	1
software encoder vs hardware	7	▲ 18	9.5	2	50	1
encoder hardware encoding vs software encoding	14	*	15.8	3	90	1
hardware video encoder	14	▲ 4	14.8	6	140	1

Keyword	Rank	Change	Avg.	Best	Search	EV
how to setup live streaming video	2	▼ 1	3.4	1	70	13
live stream setup	6	▲ 6	21.5	2	480	13
how to set up a streaming setup	2	*	6.9	1	50	9
how to stream video	6	▼ 3	16.2	2	140	5
what is hardware encoding	7 •	▲ 18	15.0	4	60	2
one button studio	12 •	▼ 3	13.9	6	310	2
lecture capture	15 •	▲ 86	50.2	8	260	2

Session primary...Channel Group) ▾ + SHOW ALL ROWS Total		↓ Sessions 483,353 vs. 255,941 ↑ 88.85%
1	Organic Search	
	Jan 1 - Jun 30, 2026	212,671 (44%)
	Jul 4 - Dec 31, 2025	93,671 (36.6%)
	% change	127.04%

Keyword position distribution

Position	#	%
■ 1st	3	5.88 %
■ 2nd - 3rd	6	11.76 %
■ 4th - 10th	9	17.65 %
■ 11th - 20th	16	31.37 %
■ 21th - 100th	6	11.76 %
■ 101th +	11	21.57 %

Takeaway

This campaign demonstrates that sustainable SEO growth is driven by the quality and relevance of backlinks, not simply the number of links acquired. By consistently earning placements on authoritative websites with strong trust signals and meaningful organic traffic, Posirank helped Epiphan significantly increase search visibility, improve keyword rankings, and more than double organic traffic within just six months.