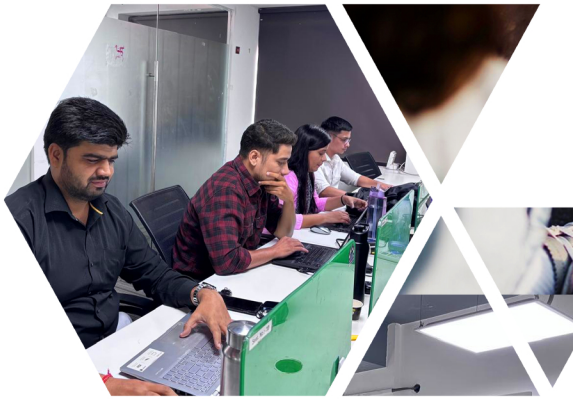

Cybrical
Portfolio
Search Engine
Optimization

TABLE OF CONTENT

1- Company Overview
2- Our clients
3- Business Challenges
4- Objectives
5- SEO Strategy
6- Results Overview
7- Keyword Success
8- Content Marketing Impact
9- Local SEO Impact
10- Tools Used
11- Testimonials
12- Case study
13- Pricing
14- Contact us









Cybrical

COMPANY OVERVIEW

Cybrical is a full-service IT and digital marketing agency delivering innovative solutions in SEO, social media, web development, and branding to help businesses grow digitally.

OUR CLIENT


AVNI
WELLNESS


Chair.
Collective


HMR


EL BUENO
COFFEE ROASTERS


DROWORANG


VENUS DISTRIBUTION
MALTA




S5 HOSPITALITY


OOKA
Radio


EVISION
Your security our priority


GetMeCAB


Elegance-Q


CoHiba


incuity


BOOKMYREHAB




EASY LIFE


MACROSENSE


OOKA
AUDIO


Jesse


ORBLR




PURPLE SKY
HEALTH


GREENWELL
HEALTHCARE




CONSULT YOUR COUNSEL


GOLD CASH

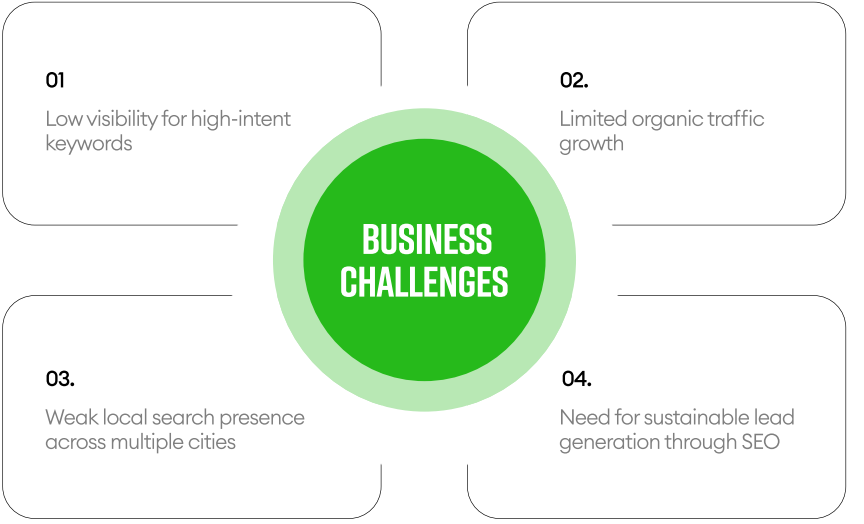

BrewPeaks


IMPROV

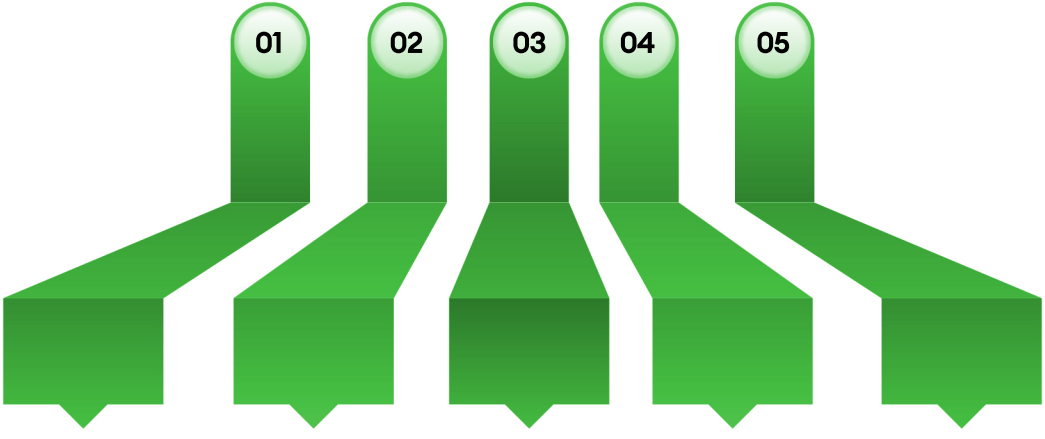

Brics Academy


HAPPY VACATIONS
CLUB


WISESCOPE
CONSULTANTS


01
Low visibility for high-intent keywords
02.
Limited organic traffic growth
BUSINESS CHALLENGES
03.
Weak local search presence across multiple cities
04.
Need for sustainable lead generation through SEO

OBJECTIVES


01
02
03
04
05
Increase organic traffic
Boost Google Search Console performance
Improve keyword rankings
Drive qualified organic leads
Strengthen Google Business Profile visibility


Technical SEO Audit
On-page SEO optimization
Keyword research & mapping
Location-based landing pages
SEO STRATEGY
Blog content strategy
Internal linking & schema
Google Business Profile optimization
Monthly reporting & optimization

RESULTS

Gold Cash **4 month** performance comparison

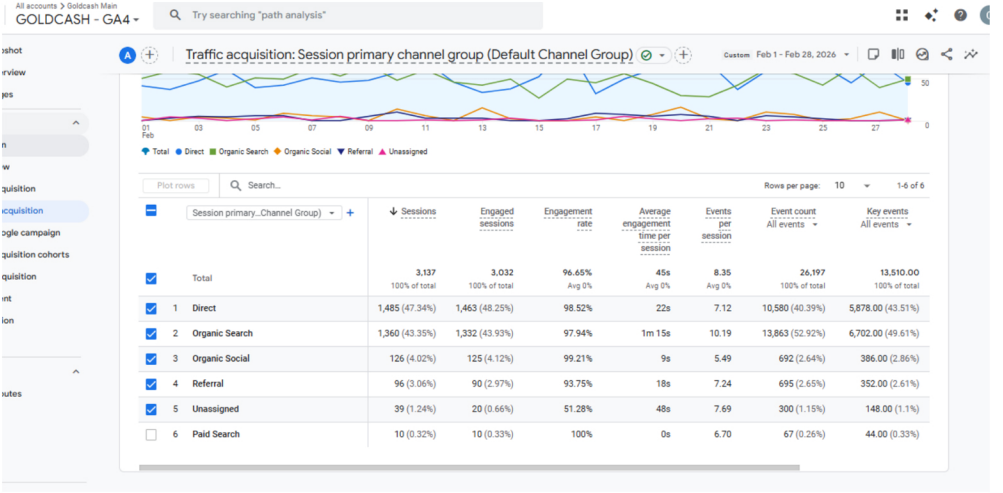
Keyword Ranking

SEO Keywords	March	April	May	June
Close gold loan by selling gold	5	8	6	4
best silver buyers in India	Not Ranked	6	5	5
Cash against pledged gold	20	21	10	6
Sell gold to close gold loan	9	13	6	6
Sell silver jewellery for cash	14	9	6	6
Sell silver for cash	13	12	9	10
Sell old silver jewelry	Not Ranked	10	12	12
best place to sell silver	Not Ranked	Not Ranked	16	16
Online gold buyers in India	23	51	19	19
Release pledged gold for cash	20	20	26	19
Sell gold online India	29	44	50	22
Sell gold for cash	30	30	34	26
Sell old gold for cash	23	29	34	27
Gold buyers in India	Not Ranked	43	34	30
Best place to sell gold	Not Ranked	Not Ranked	32	32
Sell scrap gold for cash	Not Ranked	Not Ranked	34	34
Trusted gold buyers in India	Not Ranked	30	37	35
Sell gold jewellery for cash	Not Ranked	Not Ranked	Not Ranked	36
sell gold ornaments for cash	Not Ranked	Not Ranked	Not Ranked	Not Ranked
Sell gold near me	Not Ranked	Not Ranked	Not Ranked	Not Ranked
Clear gold loan instantly	Not Ranked	Not Ranked	Not Ranked	Not Ranked
cash for old gold jewellery	Not Ranked	Not Ranked	Not Ranked	Not Ranked
Gold buyers near me	Not Ranked	Not Ranked	Not Ranked	Not Ranked
Old gold buyers near me	Not Ranked	Not Ranked	Not Ranked	Not Ranked

Traffic Acquisition Session

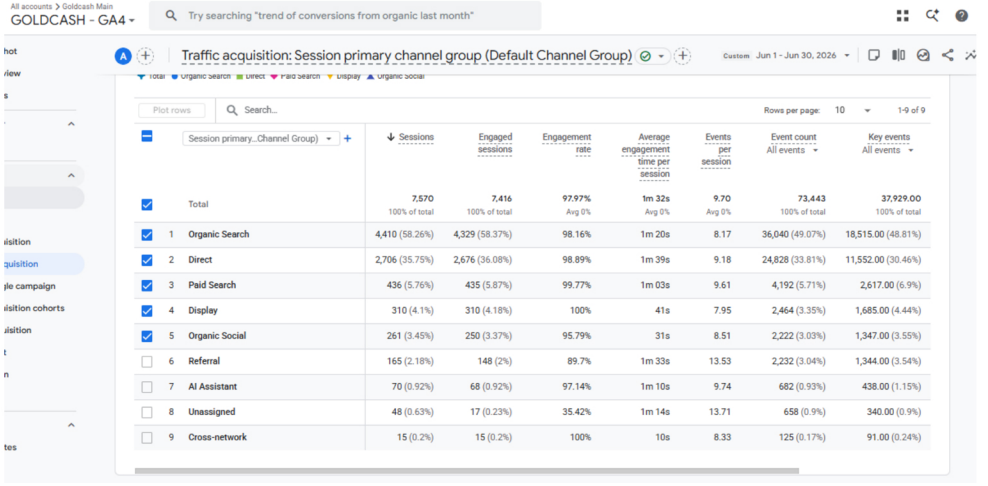
February Traffic

Before



June Traffic

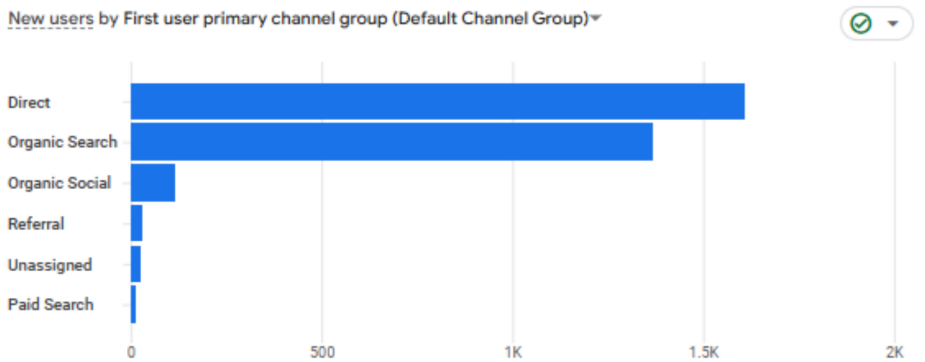
After



Source of traffic

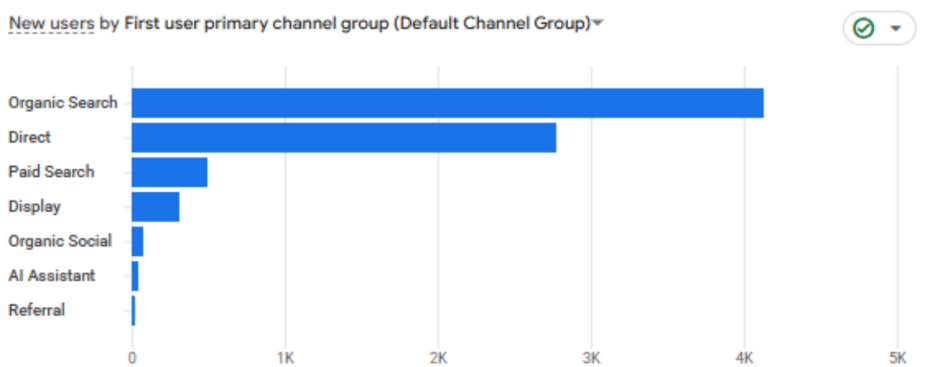
February Traffic

Before



June Traffic

After



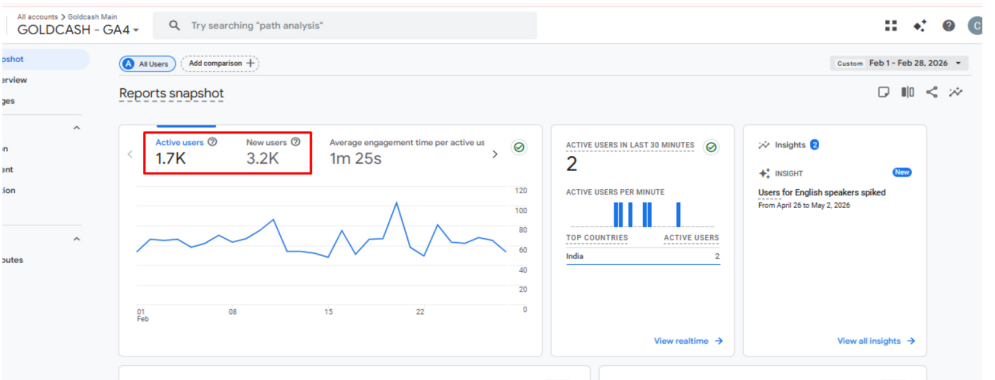
View user acquisition →

Traffic comparison Report

February Traffic

Active Users : 1.7 K
New User : 3.2 K

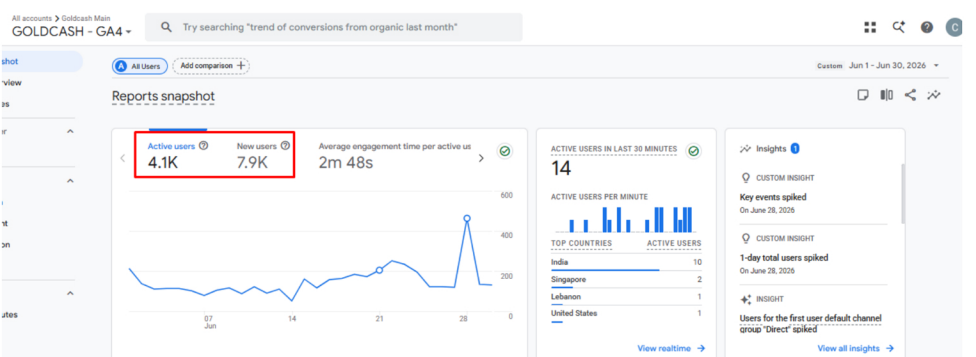
Before



June Traffic

Active Users : 4.1 K
New User : 7.9 K

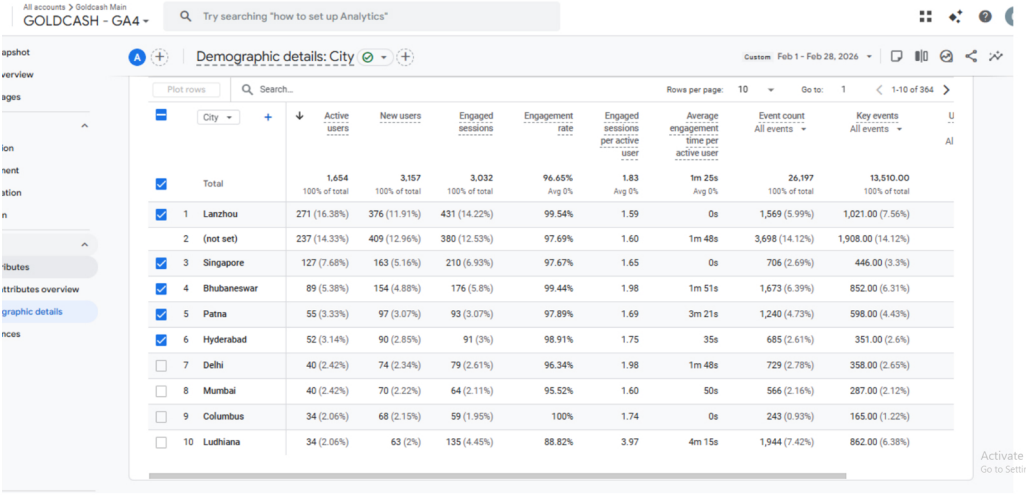
After



City with most traffic

February Traffic

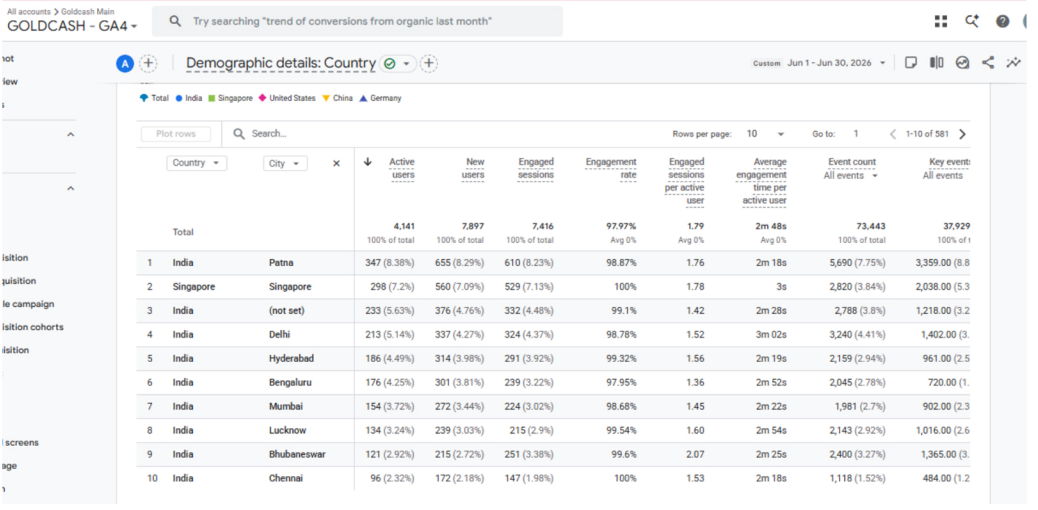
Before



	City	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events
	Total	1,654 100% of total	3,157 100% of total	3,032 100% of total	96.65% Avg 0%	1.83 Avg 0%	1m 25s Avg 0%	26,197 100% of total	13,510.00 100% of total
1	Lanzhou	271 (16.38%)	376 (11.91%)	431 (14.22%)	99.54%	1.59	0s	1,569 (5.99%)	1,021.00 (7.56%)
2	(not set)	237 (14.33%)	409 (12.96%)	380 (12.53%)	97.69%	1.60	1m 48s	3,698 (14.12%)	1,908.00 (14.12%)
3	Singapore	127 (7.68%)	163 (5.16%)	210 (6.93%)	97.67%	1.65	0s	706 (2.69%)	446.00 (3.3%)
4	Bhubaneswar	89 (5.38%)	154 (4.88%)	176 (5.8%)	99.44%	1.98	1m 51s	1,673 (6.39%)	852.00 (6.31%)
5	Patna	55 (3.33%)	97 (3.07%)	93 (3.07%)	97.89%	1.69	3m 21s	1,240 (4.73%)	598.00 (4.43%)
6	Hyderabad	52 (3.14%)	90 (2.85%)	91 (3%)	98.91%	1.75	35s	685 (2.61%)	351.00 (2.6%)
7	Delhi	40 (2.42%)	74 (2.34%)	79 (2.61%)	96.34%	1.98	1m 48s	729 (2.78%)	358.00 (2.65%)
8	Mumbai	40 (2.42%)	70 (2.22%)	64 (2.11%)	95.52%	1.60	50s	566 (2.16%)	287.00 (2.12%)
9	Columbus	34 (2.06%)	68 (2.15%)	59 (1.95%)	100%	1.74	0s	243 (0.93%)	165.00 (1.22%)
10	Ludhiana	34 (2.06%)	63 (2%)	135 (4.45%)	88.82%	3.97	4m 15s	1,944 (7.42%)	862.00 (6.38%)

June Traffic

After

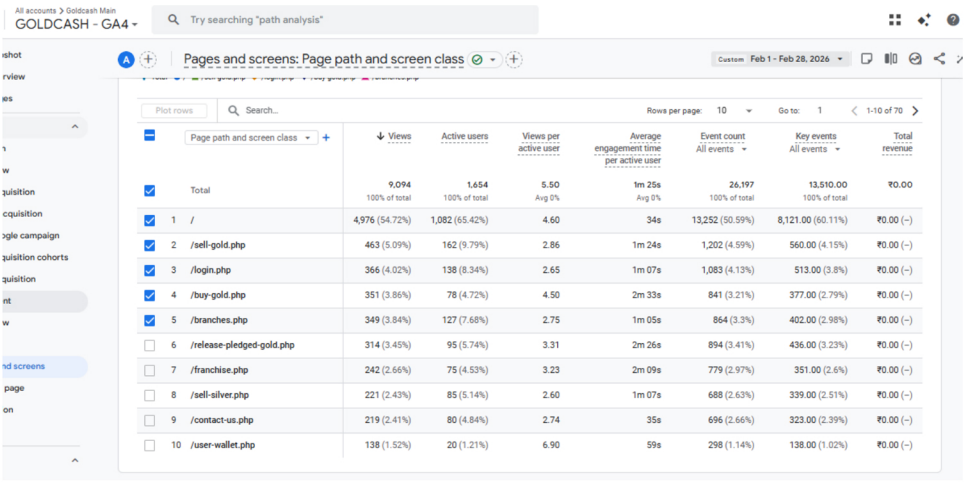


	Country	City	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events
	Total		4,141 100% of total	7,897 100% of total	7,416 100% of total	97.97% Avg 0%	1.79 Avg 0%	2m 48s Avg 0%	73,443 100% of total	37,929 100% of t
1	India	Patna	347 (8.38%)	655 (8.29%)	610 (8.23%)	98.87%	1.76	2m 18s	5,690 (7.75%)	3,359.00 (8.8
2	Singapore	Singapore	298 (7.2%)	560 (7.09%)	529 (7.13%)	100%	1.78	3s	2,820 (3.84%)	2,038.00 (5.3
3	India	(not set)	233 (5.63%)	376 (4.76%)	332 (4.48%)	99.1%	1.42	2m 28s	2,788 (3.8%)	1,218.00 (3.2
4	India	Delhi	213 (5.14%)	337 (4.27%)	324 (4.37%)	98.78%	1.52	3m 02s	3,240 (4.41%)	1,402.00 (3.
5	India	Hyderabad	186 (4.49%)	314 (3.98%)	291 (3.92%)	99.32%	1.56	2m 19s	2,159 (2.94%)	961.00 (2.5
6	India	Bengaluru	176 (4.25%)	301 (3.81%)	239 (3.22%)	97.95%	1.36	2m 52s	2,045 (2.78%)	720.00 (1.
7	India	Mumbai	154 (3.72%)	272 (3.44%)	224 (3.02%)	98.68%	1.45	2m 22s	1,981 (2.7%)	902.00 (2.3
8	India	Lucknow	134 (3.24%)	239 (3.03%)	215 (2.9%)	99.54%	1.60	2m 54s	2,143 (2.92%)	1,016.00 (2.6
9	India	Bhubaneswar	121 (2.92%)	215 (2.72%)	251 (3.38%)	99.6%	2.07	2m 25s	2,400 (3.27%)	1,365.00 (3.
10	India	Chennai	96 (2.32%)	172 (2.18%)	147 (1.98%)	100%	1.53	2m 18s	1,118 (1.52%)	484.00 (1.2

Pages and screen visited

February Traffic

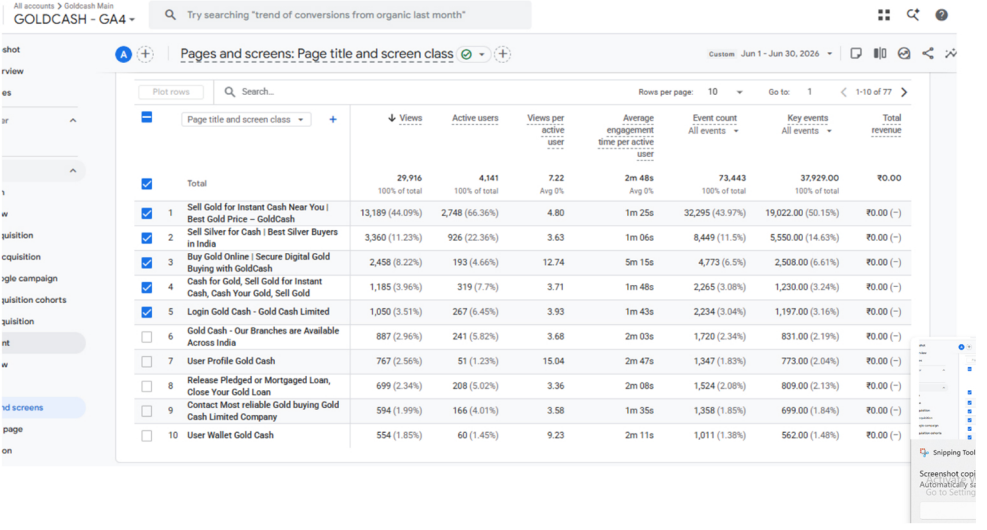
Before



	Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
	Total	9,094 100% of total	1,654 100% of total	5.50 Avg 0%	1m 25s Avg 0%	26,197 100% of total	13,510.00 100% of total	₹0.00
1	/	4,976 (54.72%)	1,082 (65.42%)	4.60	34s	13,252 (50.59%)	8,121.00 (60.11%)	₹0.00 (–)
2	/sell-gold.php	463 (5.09%)	162 (9.79%)	2.86	1m 24s	1,202 (4.59%)	560.00 (4.15%)	₹0.00 (–)
3	/login.php	366 (4.02%)	138 (8.34%)	2.65	1m 07s	1,083 (4.13%)	513.00 (3.8%)	₹0.00 (–)
4	/buy-gold.php	351 (3.86%)	78 (4.72%)	4.50	2m 33s	841 (3.21%)	377.00 (2.79%)	₹0.00 (–)
5	/branches.php	349 (3.84%)	127 (7.68%)	2.75	1m 05s	864 (3.3%)	402.00 (2.98%)	₹0.00 (–)
6	/release-pledged-gold.php	314 (3.45%)	95 (5.74%)	3.31	2m 26s	894 (3.41%)	436.00 (3.23%)	₹0.00 (–)
7	/franchise.php	242 (2.66%)	75 (4.53%)	3.23	2m 09s	779 (2.97%)	351.00 (2.6%)	₹0.00 (–)
8	/sell-silver.php	221 (2.43%)	85 (5.14%)	2.60	1m 07s	688 (2.63%)	339.00 (2.51%)	₹0.00 (–)
9	/contact-us.php	219 (2.41%)	80 (4.84%)	2.74	35s	696 (2.66%)	323.00 (2.39%)	₹0.00 (–)
10	/user-wallet.php	138 (1.52%)	20 (1.21%)	6.90	59s	298 (1.14%)	138.00 (1.02%)	₹0.00 (–)

June Traffic

After

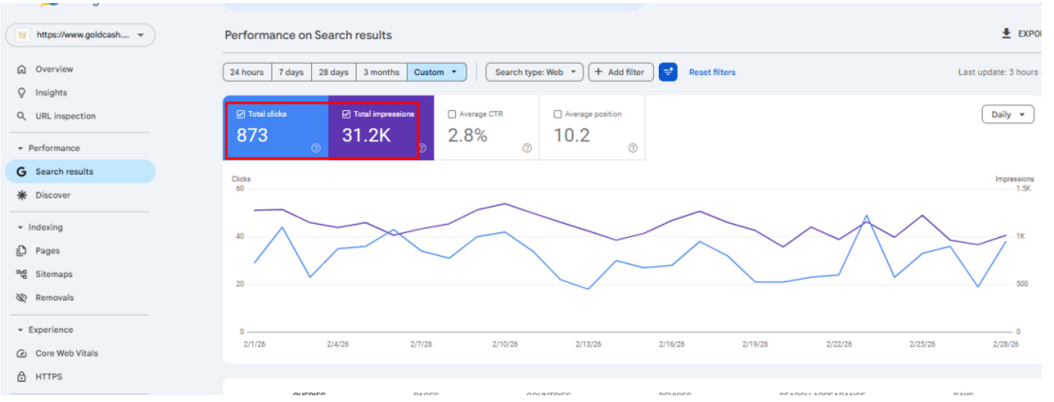


	Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
	Total	29,916 100% of total	4,141 100% of total	7.22 Avg 0%	2m 48s Avg 0%	73,443 100% of total	37,929.00 100% of total	₹0.00
1	Sell Gold for Instant Cash Near You | Best Gold Price – GoldCash	13,189 (44.09%)	2,748 (66.36%)	4.80	1m 25s	32,295 (43.97%)	19,022.00 (50.15%)	₹0.00 (–)
2	Sell Silver for Cash | Best Silver Buyers in India	3,360 (11.23%)	926 (22.36%)	3.63	1m 06s	8,449 (11.5%)	5,550.00 (14.63%)	₹0.00 (–)
3	Buy Gold Online | Secure Digital Gold Buying with GoldCash	2,458 (8.22%)	193 (4.66%)	12.74	5m 15s	4,773 (6.5%)	2,508.00 (6.61%)	₹0.00 (–)
4	Cash for Gold, Sell Gold for Instant Cash, Cash Your Gold, Sell Gold	1,185 (3.96%)	319 (7.7%)	3.71	1m 48s	2,265 (3.08%)	1,230.00 (3.24%)	₹0.00 (–)
5	Login Gold Cash - Gold Cash Limited	1,050 (3.51%)	267 (6.45%)	3.93	1m 43s	2,234 (3.04%)	1,197.00 (3.16%)	₹0.00 (–)
6	Gold Cash - Our Branches are Available Across India	887 (2.96%)	241 (5.82%)	3.68	2m 03s	1,720 (2.34%)	831.00 (2.19%)	₹0.00 (–)
7	User Profile Gold Cash	767 (2.56%)	51 (1.23%)	15.04	2m 47s	1,347 (1.83%)	773.00 (2.04%)	₹0.00 (–)
8	Release Pledged or Mortgaged Loan, Close Your Gold Loan	699 (2.34%)	208 (5.02%)	3.36	2m 08s	1,524 (2.08%)	809.00 (2.13%)	₹0.00 (–)
9	Contact Most reliable Gold buying Gold Cash Limited Company	594 (1.99%)	166 (4.01%)	3.58	1m 35s	1,358 (1.85%)	699.00 (1.84%)	₹0.00 (–)
10	User Wallet Gold Cash	554 (1.85%)	60 (1.45%)	9.23	2m 11s	1,011 (1.38%)	562.00 (1.48%)	₹0.00 (–)

Search console Comparison Report

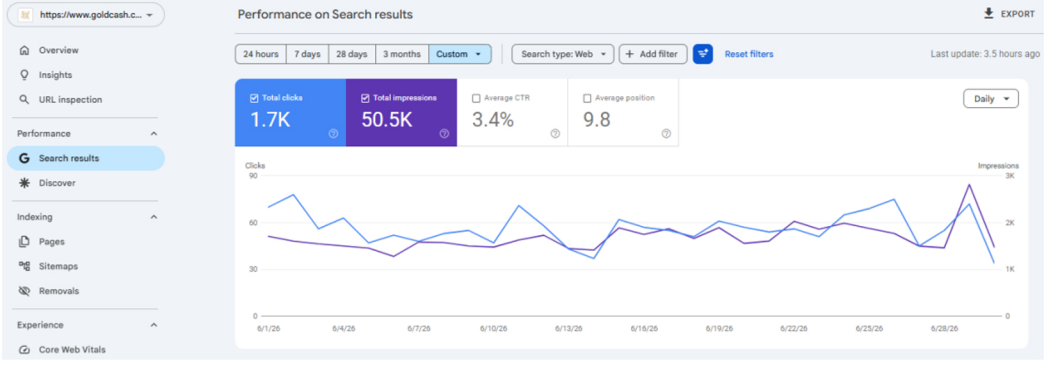
February Traffic

Before



June Traffic

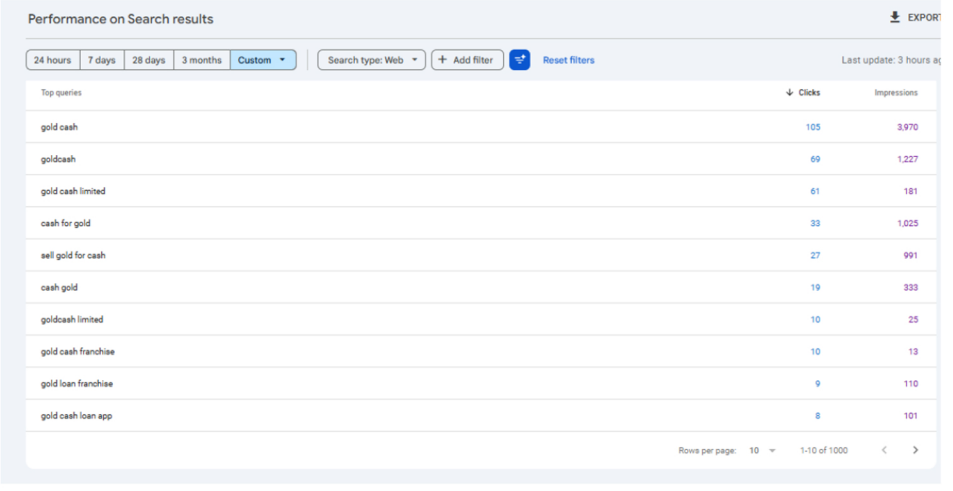
After



Top Search Query

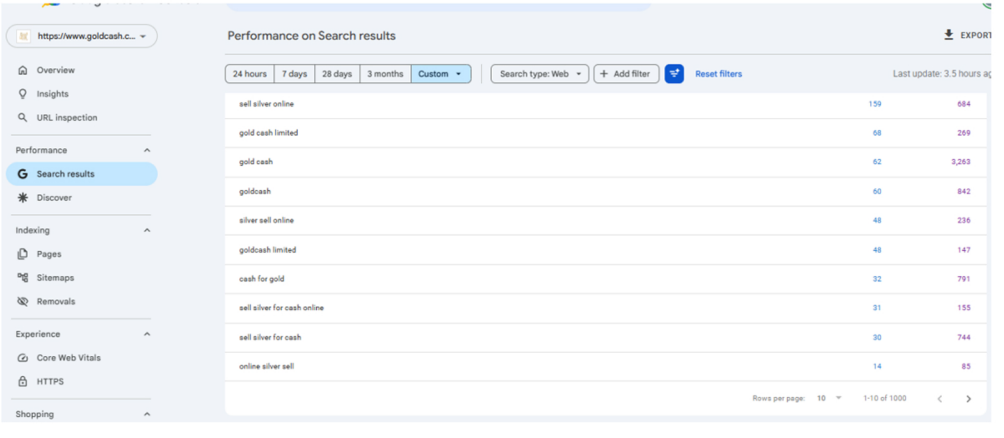
February Traffic

Before



June Traffic

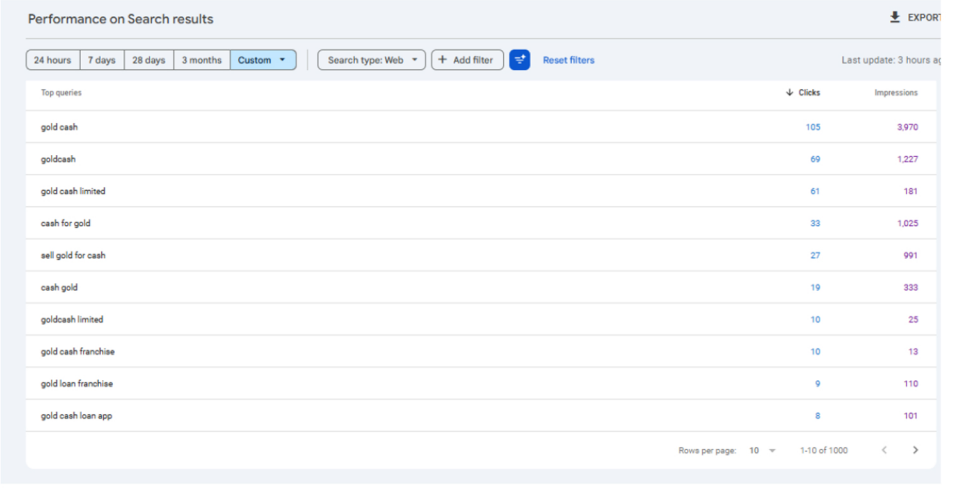
After



Top Search Query

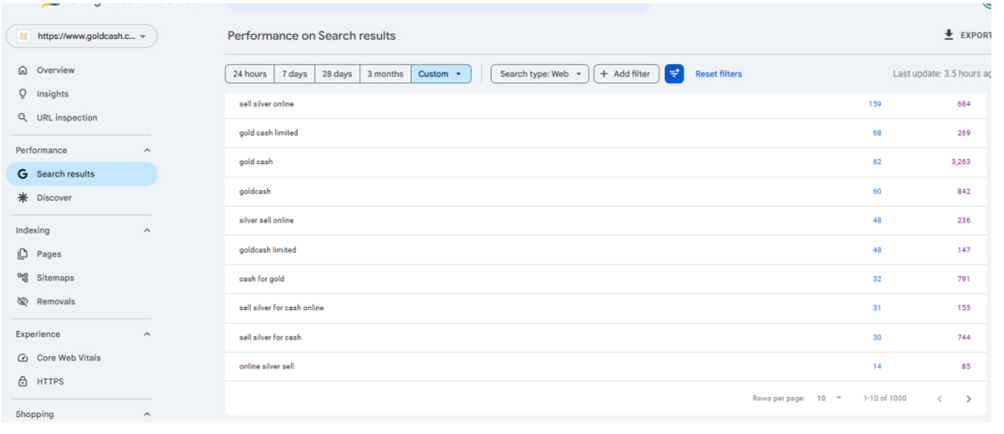
February Traffic

Before



June Traffic

After



Local SEO Impact







Keyword Success

- Multiple commercial keywords moved from Not Ranked into Top 10 and Top 30.
- Improved rankings for gold loan, gold buyers, sell gold, and sell silver related searches.





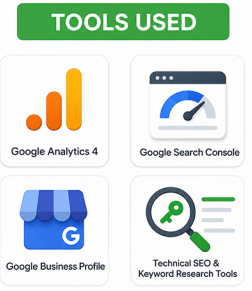
Local SEO Impact

- Improved Google Business Profile rankings across Bhubaneswar, Lucknow, Raipur, Patna, Indore, Mumbai, Chandigarh, Kanpur and more.
- Several location keywords reached Top 1–3 positions.

Content Marketing

- Published SEO blogs targeting high-intent transactional searches.
- Created city-specific landing pages to expand organic reach.





Tools Used

- Google Analytics 4
- Google Search Console
- Google Business Profile
- Technical SEO & Keyword Research Tools

TESTIMONIALS



Cybrical is prompt, professional, and delivers results. We saw significant improvement within just 3 months.

Sujata Pawar
Founder, Avni Wellness



Excellent work by Virat! Creative, reliable, and always on time. Looking forward to working together again.

Nic Angurini
Founder, Comteck Solutions



Reliable, professional, and true to their word. A fantastic team to work with on our website.

Ketan Kamra
Founder, Elbueno Coffee Roasters



I was unsure at first, but their professionalism and commitment made the entire website project a smooth and enjoyable experience.

Justine Gonzales
Manager, Ayaland Premier



Cybrical greatly improved my business's online presence, leading to more inquiries and growth.

Giuliano Negrelli
Director, DRG Mobile Vet



Managing Swedish Brain's high content demands and language requirements isn't easy, but this agency has been an outstanding partner.

Jimmy Ghafari
Founder, Swedish Brain



Thanks to CYBRICAL LLP and Mr. Virat for enhancing ORBLR DRIVTECH's digital presence through exceptional SEO strategies.

kabir singh nayyar
Orbir drivtech

CASE STUDY



CASE STUDY

CASE STUDY



Brics Academy

Search Engine Optimization

Brics Academy

BRICS academy made its foray into coaching business in the year 2016 with a humble beginning of 42 students, and since then it has catered to the needs of CA | CMA | CS

CASE STUDY



Search Engine Optimization

Daisy Montessori School

At Daisy Montessori School, we provide a safe, caring, and engaging environment where children learn through Montessori-based education.

CASE STUDY

ORBLR

Search Engine Optimization

Orblr



ORBLR Drivtech is powering the future of electric mobility with smart, safe, and high-performance EV charging solutions in India.

CASE STUDY

Chair.

Search Engine Optimization

Chair Collective



Experience timeless luxury with Chair Collective premium handcrafted chairs and modern furniture designed to bring elegance, comfort, and style to contemporary spaces.

CASE STUDY



BOOKMYREHAB

Search Engine Optimization

Book My Rehab

Book My Rehab is an advanced physiotherapy and rehabilitation center in Nalasopara offering neuro rehabilitation

CASE STUDY



EL BUENO

Search Engine Optimization

Elbueno coffee

Experience rich specialty coffee with El Bueno Coffee Roasters – ethically sourced, freshly roasted beans crafted for bold flavor and true coffee lovers across India.

CASE STUDY



OOKA AUDIO

Search Engine Optimization

Ooka

Transform your business atmosphere with Ooka audio a smart in-store music solution offering customized playlists, branded audio, and engaging sound experiences for retail, hospitality, and corporate spaces.

CASE STUDY



CoHiba

Search Engine Optimization

Cohiba Pharma

Cohiba Pharmaceuticals is an ISO-certified pharma company offering WHO-GMP certified medicines and PCD pharma franchise opportunities across India, focused on quality, innovation, and trusted healthcare solutions.

CASE STUDY



OOKA AUDIO | OOKA Radio

Search Engine Optimization

Ooka

Transform your business atmosphere with Ooka Radio a smart in-store music solution offering customized playlists, branded audio, and engaging sound experiences for retail, hospitality, and corporate spaces.

Turning Challenges into *Success Stories*



PRICING

PRICING

STARTER • 3 MONTHS

Foundation

Your 3-Month SEO Launchpad —
Built for Businesses Starting from Zero

₹12,000 + GST / Month

3	20–25	15	100–150
Months	Keywords	SEO Blogs	Backlinks

What's Included

- 20–25 Keywords (Short + Long-Tail)
- 3 Competitor Analysis (Content + Backlinking Gap)
- Full On-Page SEO — All Pages
- Up to 8 Target Pages Built / Optimized
- Complete Technical SEO Setup (GA4, GSC, SSL, Speed)
- 12 + 3 SEO-Optimized Blogs (AEO + FAQ Format)
- 100–150 White-Hat Backlinks
- 2 Guest Posts on DA 30+ Sites
- AEO & GEO Base Setup (5 Pages)
- Weekly Keyword Ranking Reports
- Daily Activity Updates
- Monthly Strategy Meeting
- Final 3-Month SEO Scorecard

GROWTH • 6 MONTHS Most Popular

Essential

Your 6-Month SEO Growth Engine —
Built for Businesses Ready to Scale

₹20,000 + GST / Month

6	30–35	36	200–300
Months	Keywords	SEO Blogs	Backlinks

What's Included

- 30–35 Keywords (Short + Long-Tail) + GMB
- Full On-Page SEO — All Pages + Schema on 10 Pages
- Up to 8 Target Pages Built / Optimized
- Complete Technical SEO Setup + Monthly Audits
- 36 SEO-Optimized Blogs (6/month, 500–800 words)
- Blog Integration (if not already set up)
- GMB Creation + Full Management
- 200–300 High-Quality Backlinks
- 6 Guest Posts on DA 30+ Sites (1/month)
- Full AEO & GEO Strategy — All 6 Months
- Weekly Keyword Ranking Reports
- Daily Activity Updates
- Bi-Weekly + Month-End Meetings
- Final 6-Month SEO Scorecard

PREMIUM • 6 MONTHS

Growth

Your 6-Month Premium SEO Engine —
Built to Dominate Search & Generate Revenue

₹25,000 + GST / Month

6	40–50	48	300–450
Months	Keywords	SEO Blogs	Backlinks

What's Included

- 40–50 Keywords (Short + Long-Tail + Revenue Keywords)
- Full On-Page SEO – Schema on All Pages
- Up to 10 Target Pages Built / Optimized
- Complete Technical SEO Setup + Monthly Audits
- 48 SEO-Optimized Blogs (8/month, 700–900 words)
- Blog Integration (if not already set up)
- GMB Creation + Full Management + Weekly Posts
- 300–450 High-Quality Backlinks
- 6 Guest Posts (1/month) + 2 Paid Backlinks/Month
- Full AEO & GEO Strategy – All 6 Months
- Weekly Keyword Ranking Reports
- Daily Activity Updates
- 4 Meetings Per Month (Bi-weekly + Month-End)
- Final 6-Month SEO Scorecard

Get a Free

1:1 Consultation Call

+91 836 859 7373

Info@cybrical.com

www.cybrical.com

Noida Office
D-60 , Ground floor ,
sector - 63 ,
Noida -201301

Bihar Office
6th Floor (F2), DS Business Park,
Near Saguna More, Bailey Road,
Patna 801503, Bihar

Dubai Office
1602/1603, Blue Bay Tower,
Business Bay, Dubai- 23752

Thank you