

# SEO ( Search Engine Optimization)

Case Studies Presentation by : The Scribblers





## Clients we have worked with

1. Baker Gauges
2. GIC India Pune
3. Torqus System
4. Ana Cyber Forensic





## 1. Baker Gauges

BAKER is a solutions provider for linear dimensional measuring needs of the engineering and metal working industry.

They manufacture a wide range of products including precision hand-held measuring instruments like micrometers, calipers, dial gauges, digital micrometer etc.

**SEO**  
SEARCH ENGINE OPTIMIZATION





## Objectives:

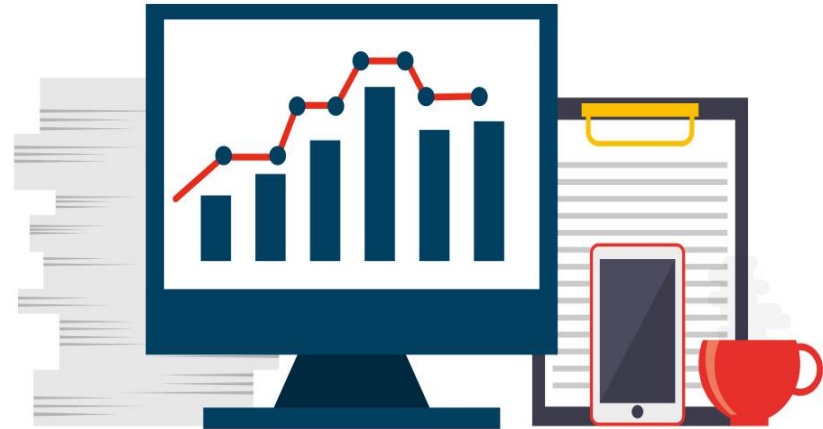
- ✓ Increase organic traffic on the website
- ✓ Improve the rankings on Google search results
- ✓ Manage Google AdWords Account
- ✓ Reduce CPC, CPL and Increase Clicks
- ✓ Generate maximum Leads through SEO & SEM

Activity



## Strategy :

- ✓ Complete Website Analysis
- ✓ Developed an integrated page-wise keyword strategy
- ✓ Developed keywords base URL strategy
- ✓ Primary focus on keywords with high search volume
- ✓ Use of competitor keywords
- ✓ Fixed Complete ON Page SEO
- ✓ Regular manual submission activities
- ✓ Engaging content strategy

The SEO logo, with "SEO" in large, blue, outlined letters. Below it, a red ribbon banner contains the text "SEARCH ENGINE OPTIMIZATION" in white, uppercase letters.



## Strategy :

- ✓ Optimally targeted 100+ Keywords through Google Search Campaign
- ✓ Product specific Google Search campaigns were directed towards securing qualified leads and boost sales
- ✓ Pedantically curated blogs helped the brand to connect with the industry specific audience





## Achievements:

The Campaign approach was effective in both – increase traffic and generate leads. In the a span of 12 months we successfully delivered over

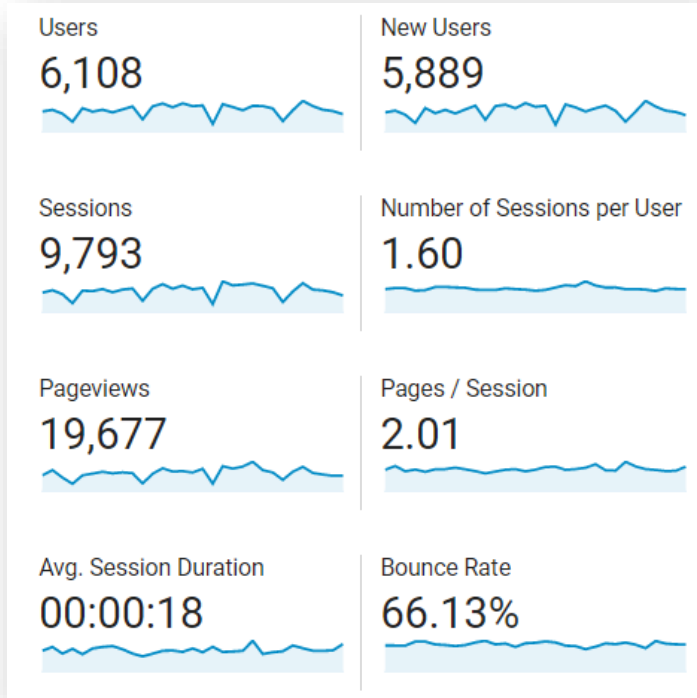
- ✓ Overall website traffic Increased by 140%
- ✓ Organic traffic Increased by 110%
- ✓ Increased the keywords rankings tremendously
- ✓ Improved page views and sessions
- ✓ Avg. 100+ Monthly Leads through SEO Activities
- ✓ 5lac+ Impressions, 10K+ Clicks, 800+ Leads through paid campaign





## Achievements:

### Website Traffic – July 2021



### Country Wise Website Traffic – July 2021

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>6,108</b> <small>% of Total: 100.00% (6,108)</small>	<b>5,889</b> <small>% of Total: 100.00% (5,889)</small>	<b>9,793</b> <small>% of Total: 100.00% (9,793)</small>	<b>66.13%</b> <small>Avg for View: 66.13% (0.00%)</small>	<b>2.01</b> <small>Avg for View: 2.01 (0.00%)</small>	<b>00:00:18</b> <small>Avg for View: 00:00:18 (0.00%)</small>
1.  India	<b>4,853</b> (78.36%)	<b>4,585</b> (77.86%)	<b>8,019</b> (81.89%)	64.86%	2.00	00:00:19
2.  United States	<b>315</b> (5.09%)	<b>312</b> (5.30%)	<b>380</b> (3.88%)	76.05%	1.78	00:00:14
3.  Canada	<b>87</b> (1.40%)	<b>86</b> (1.46%)	<b>98</b> (1.00%)	76.53%	3.20	00:00:17
4.  Nigeria	<b>68</b> (1.10%)	<b>68</b> (1.15%)	<b>94</b> (0.96%)	84.04%	1.26	00:00:04
5.  Philippines	<b>52</b> (0.84%)	<b>51</b> (0.87%)	<b>67</b> (0.68%)	92.54%	1.12	00:00:03
6.  Malaysia	<b>50</b> (0.81%)	<b>49</b> (0.83%)	<b>61</b> (0.62%)	86.89%	1.25	00:00:04
7.  China	<b>48</b> (0.78%)	<b>47</b> (0.80%)	<b>61</b> (0.62%)	75.41%	2.02	00:00:20
8.  Pakistan	<b>41</b> (0.66%)	<b>40</b> (0.68%)	<b>56</b> (0.57%)	91.07%	1.12	00:00:03
9.  Singapore	<b>41</b> (0.66%)	<b>40</b> (0.68%)	<b>42</b> (0.43%)	69.05%	1.40	00:00:09
10.  United Kingdom	<b>37</b> (0.60%)	<b>35</b> (0.59%)	<b>45</b> (0.46%)	57.78%	1.98	00:00:15

Source – Google Analytics





....a passion for precision

### Top Keywords ranking

Keywords	Organic Position July 2021
dial gauges	5
dial gauge indicator	1
plunger dial gauge	2
universal gauge	1
vernier dial caliper	5
plunger dial	3
profile projector price	9
coordinate measuring machine price	4
cmm machine price	3
air calipers	3
waterproof caliper	3

Keywords	Organic Position July 2021
dial vernier caliper	5
special internal micrometer	3
special external micrometer	3
external micrometer	4
digital plunger	5
air gauge	2
thread gauges	6
digital height gauge	5
dial bore gauge	4
bore dial gauge range	3
height gauge	3

Source – Google Search



## Real screenshot of Ranking



....a passion for precision

Google search results for "dial gauge indicator". The search bar shows "dial gauge indicator" and the search button is highlighted. Below the search bar, there are tabs for "All", "Images", "Shopping", "Videos", "News", and "More". The search results show "About 1,55,00,000 results (0.52 seconds)". The first result is from "http://bakergauges.com" and is titled "Dial Gauge Indicator | Dial Gauge Uses | Dial Indicator Uses". Below the title, there is a snippet: "13-Jan-2021 — Dial gauge/indicator a measuring instrument in which small displacements of a spindle or a lever are magnified by suitable mechanical means ...". There is a "People also ask" section with four questions: "What is a dial indicator used for?", "What are dial gauge or dial test indicators used for?", "How do you read a dial gauge?", and "How does a dial indicator work?". A "Feedback" link is at the bottom right.

Google search results for "thread gauges". The search bar shows "thread gauges" and the search button is highlighted. Below the search bar, there is a "Keyword difficulty: 74.53% (for google.com database) — View full report for this keyword" section. The search results show "https://www.amazon.com" and "Thread-Gauges". The first result is titled "5. Thread Gage: Amazon.com" and has a snippet: "Save on **Thread Gages** at Amazon's Dimensional Measurement Store, featuring every day low prices on Test, Measure & Inspection Products." Below the title, there are statistics: "L: 204", "LD: 14.3B", "I: 56.6M", "Rank: 11", "whois", "source", "Rank: 2", "Adv Disp Ads: 1.67M", and "Pub Disp Ads: 1.74K". The second result is from "http://bakergauges.com" and is titled "6. Thread Gauges | Thread Plug Gauge | Thread Pitch Gauge". Below the title, there is a snippet: "Baker Gauges Pvt. Ltd. Pune India is the best Manufacturer and suppliers of Special **Thread Gauges**, Thread Plug Gauges, Thread Pitch Gauge and Thread Ring ...". Below the title, there are statistics: "L: 0", "LD: 3.60K", "I: 1.14K", "Rank: 2.13M", "whois", "source", "Rank: 1.61M", "Adv Disp Ads: 0", and "Pub Disp Ads: 0". The third result is from "http://bakergauges.com" and is titled "7. Thread Gauges | Thread Plug Gauge | Thread Pitch Gauge". Below the title, there is a snippet: "Manufacturer and suppliers of **Thread Gauges**, Thread Plug Gauges, Thread Pitch Gauge. To know more about our product contact us know or visit our website."

Source – Google Search



## Real screenshot of Ranking



....a passion for precision

google.com/search?q=special+thread+gauges&rlz=1C1CHBF\_enIN947IN947&biw=1280&bih=609

special thread gauges

Keyword difficulty: 42.41% (for google.com database) — View full report for this keyword

https://dir.indiamart.com › impcat › thread-gauge

### 2. Thread Gauge - Thread Gage Latest Price, Manufacturers ...

We are distributor & trader of Pitch Gauge. Features: - Thread pitch size is stamped on each gage. - Metric, Unified, and Whitworth screw pitch gages. read more ...

L: 10 LD: 3.82M I: 781K Rank: 377 whois source Rank: 1.26K  
Adv Disp Ads: 914 Pub Disp Ads: 641K

https://dir.indiamart.com › ... › Thread Gauge

### 3. Thread Plug Gauge - Thread Plug Gage Latest Price ...

We supply wide range of thread gauge as well special gauges on requirest. AK Technologies: Bhakti Nagar, Rajkot ...

08-Jul-2013 · Uploaded by Thread Check

L: 1 LD: 3.82M I: 781K Rank: 377 whois source Rank: 1.26K  
Adv Disp Ads: 914 Pub Disp Ads: 641K

http://bakergauges.com › product-detail › thread-ring-g...

### 4. Thread Ring Gauge | Special Thread Gauge - Baker Gauges

Unified Thread Gauge - Thread Ring Gauge dimensions as per ANSI / ASME B1.2. Special Thread Gauge suppliers and manufacturers in India. To know more..

L: 0 LD: 3.60K I: 1.14K Rank: 2.13M whois source Rank: 1.61M

google.com/search?q=dial+bore+gauge&rlz=1C1CHBF\_enIN947IN947&oq=dial+bore+gauge

Professional Precision Dial Bore Gauge Set 0.0005" Graduation 2-6" Measuring Range  
Measuring Tools Measurements : Amazon.in: Industrial & Scientific.

★★★★★ Rating: 4.4 - 3 reviews

L: 0 LD: 312M I: 1.28M Rank: 43 whois source Rank: 905  
Adv Disp Ads: 252K Pub Disp Ads: 0

https://www.amazon.in › ...

### 8. Bore Gauges: Industrial & Scientific - Amazon.in

Results 1 - 12 of 35 — KRISTEEL Taper Gauge/Bore Gauge - ACF 1-15 mm (Chrome Finish) · Insize 4206-1 Telescoping Gauge Set · YUZUKI Bore Gauge 18-35mm With Dial.

L: 0 LD: 312M I: 1.28M Rank: 43 whois source Rank: 905  
Adv Disp Ads: 252K Pub Disp Ads: 0

http://bakergauges.com › DIAL INSTRUMENTS

### 9. Dial Bore Gauge Range - Baker Gauges

Manufacturer and supplier of Dial Bore Gauge. Bore Dial Gauge Range 250 – 450mm Features : Designed using Carbide for fixed & Moving Anvils....

L: 0 LD: 3.60K I: 1.14K Rank: 2.13M whois source Rank: 1.61M  
Adv Disp Ads: 0 Pub Disp Ads: 0

https://www.starrett.com › category

### 10. Dial Bore Gages - Starrett

Source – Google Search

google.com/search?q=dial+gauges&rlz=1C1CHBF\_enIN947IN947&oq=dial+gauges&aqs=chrome

dial gauges

Keyword difficulty: . . (for google.com database) — View full report for this keyword

Results 1 - 12 of 245 — Digital Craft **Dial Indicator Gauge** 0-10mm/0.01mm High Accuracy **Dial Indicator** Micrometer Precise Concentricity Measurement Instrument ...

https://bakergauges.com › PRODUCTS

**5. Digital Dial Gauge | Price**

L: 1 LD: 12.1K I: 910 Rank: 2.31M whois </> source Rank: 2.04M  
 Adv Disp Ads: 0 Pub Disp Ads: 0

Manufacturer and supplier of **Dial Gauges**. Our **Dial Dial Gauge** are designed for long life and accurate measurement. To know our **Dial Gauge Price**..

Videos

Dial Gauge Indicator(Working Principle)  
 YouTube · LEARN AND GROW  
 23-Jul-2016

google.com/search?q=cmm+machine+price&rlz=1C1CHBF\_enIN947IN947&oq=cmm+machin

cmm machine price

Keyword difficulty: . . (for google.com database) — View full report for this keyword

How much do CMM machines cost?

How accurate is a CMM machine?

Which CMM is the most popular?

What is the use of CMM?

https://bakergauges.com › product-showcase › coordina...

**3. Coordinate Measuring Machine | Price - Baker Gauges**

L: 0 LD: 12.1K I: 910 Rank: 2.31M whois </> source Rank: 2.04M  
 Adv Disp Ads: 0 Pub Disp Ads: 0

Zenith 3 **coordinate measuring machine** is the perfect affordable metrology solution for big and heavy parts. Making large scale CMM measurements not only simple, ...

https://www.made-in-china.com › ... › Wholesale Price

**4. Cmm Measuring Machine Price - Made-in-China.com**

L: 8 LD: 119M I: 1.01M Rank: 1.57K whois </> source Rank: 4.90K Adv Disp Ads: 73.9K  
 Pub Disp Ads: 1.87K

## 2. GIC India Pune

General Industrial Controls Private Limited (GIC) located in Pune, India, manufactures Process Control, Automation and Instrumentation products.

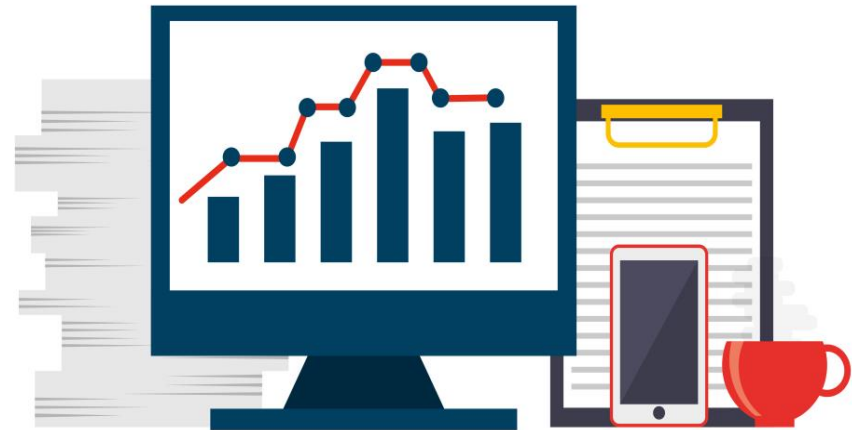
GIC was the first company to launch time switches and timers in India. Their products category includes : Lighting Automation, Process Control, monitoring devices etc..

The SEO logo, featuring the letters "SEO" in a large, blue, outlined font, with a red banner below it containing the text "SEARCH ENGINE OPTIMIZATION" in white, uppercase letters.

## Objectives:

- ✓ Increase organic traffic on the website
- ✓ Improve the rankings on Google search results
- ✓ Generate maximum Leads through SEO Activity

SEO  
SEARCH ENGINE OPTIMIZATION



## Strategy :

- ✓ Complete Website Analysis
- ✓ Developed an integrated page-wise keyword strategy
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SEO  
SEARCH ENGINE OPTIMIZATION



## Strategy :

- ✓ Optimally targeted 70+ Keywords to get organic position
- ✓ Implement keywords mapping strategy
- ✓ Focus on highly search volume keywords
- ✓ continuously monitoring and implement the ON page SEO to get rank
- ✓ Increase the listing activity to increase referral Traffic

SEO  
SEARCH ENGINE OPTIMIZATION





## Achievements:

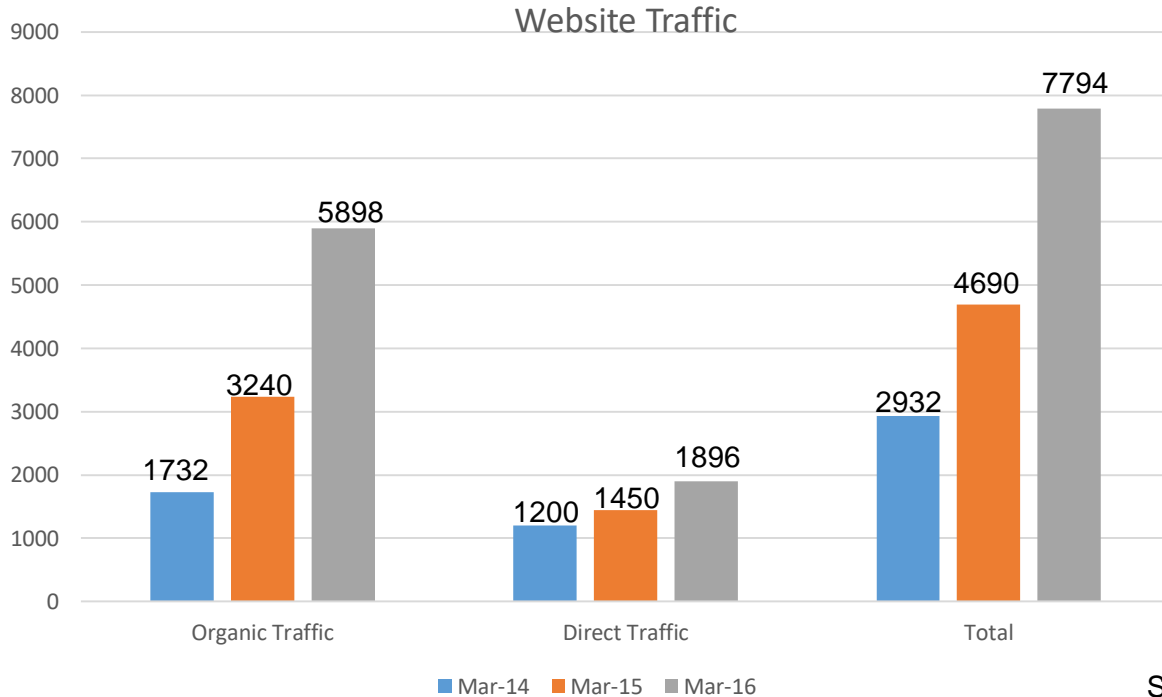
The Campaign approach was effective in both – increase traffic and generate leads. In the a span of 2 yaer we successfully delivered over

- ✓ Overall website traffic Increased by 300%
- ✓ Organic traffic Increased by 200%
- ✓ Increased the keywords rankings tremendously
- ✓ Improved page views and sessions
- ✓ Avg. 200+ Monthly Leads through SEO Activities





## Achievements:

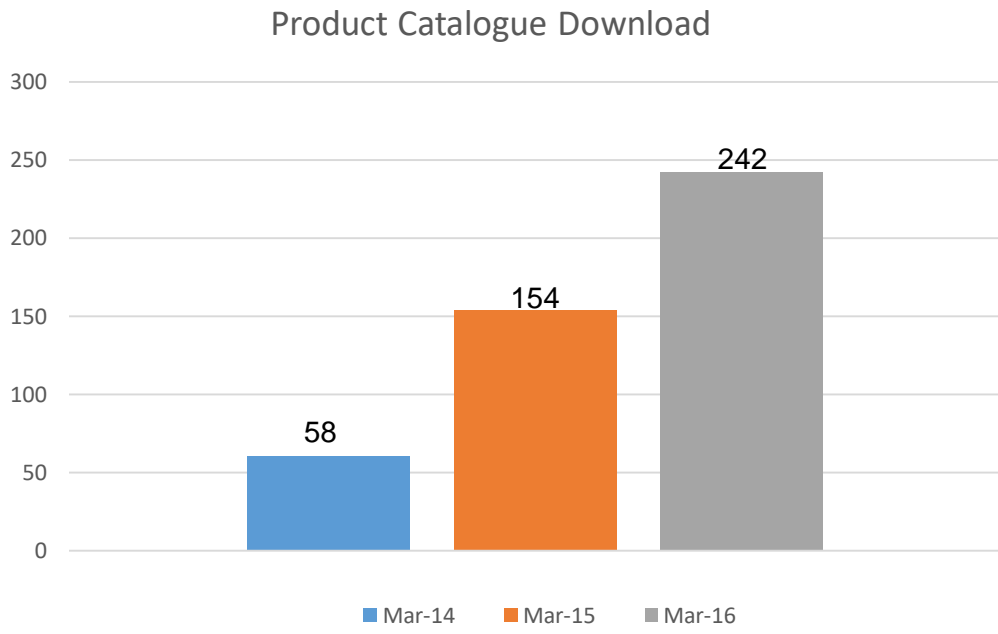


Source – Google Analytics

- 1) Total Traffic – 165% Improvement in Avg. Monthly website traffic in the duration of 2 year as compared with March 2014
- 2) Organic Traffic - 87% Improvement in Avg. Monthly organic traffic the year of March 2015 & 240% Improvement in Avg. Monthly traffic in the year of March 2016



## Achievements:

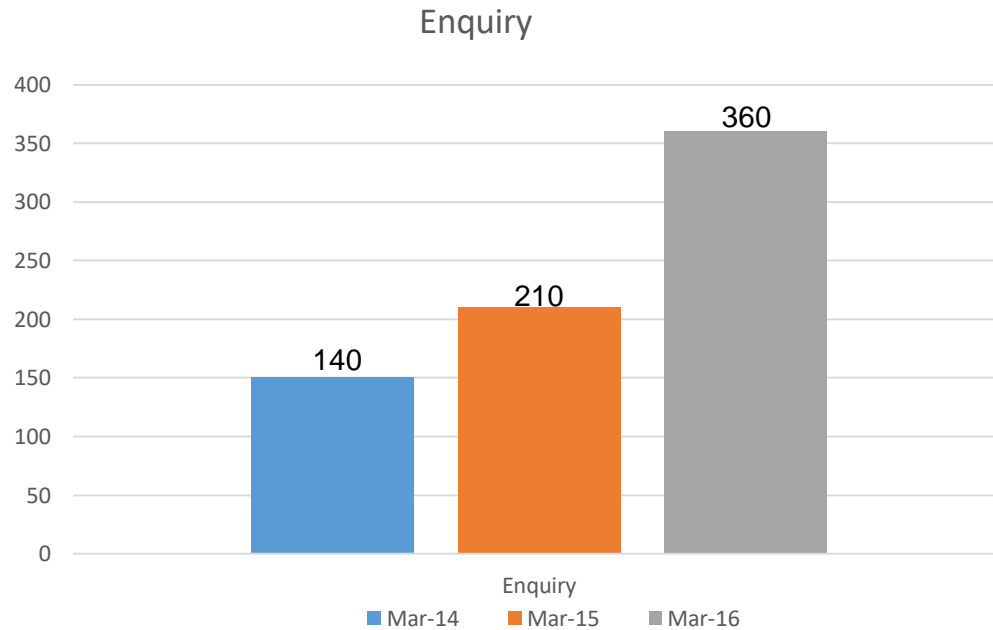


Source – Google Analytics

1) Product Catalogue Download – 300% Improvement in Avg. Monthly Product Catalogue Download in the duration of 2 year



## Achievements:



Source – Google Analytics

- Enquiry – 141% Improvement in Avg. Monthly Enquiry



## Achievements: Top Keywords Ranking



Keywords	Mar-14	Mar-16
hour meter	12	1
digital hour meter	18	2
hour meter series	38	1
time switch	23	8
digital time switch	19	1
astronomical time switches	NA	1
lighting management control	NA	4
digital timer	32	5
programmable digital timer	19	1
electronic timers	34	4
industrial electronic timer	42	2
programmable timers	23	4
time delay relay	38	3
programmable logic controller	57	7
mini plc	NA	1

Keywords	Mar-14	Mar-16
micro plc	NA	1
smart relay	NA	9
temperature controller	98	5
pid temperature controller	56	3
earth leakage relay	37	3
voltage monitoring device	19	1
ptc thermistor relay	NA	1
control relay	27	9
liquid level controller	45	1
water level controller	34	3
level controller	34	2
smmps manufacturer	NA	9
digital counter	32	5
digital counter manufacturers	14	3
hour meter manufacturers	15	4



## Real screenshot of Ranking



hour meter series

Keyword difficulty: ... (for google.com database) — View full report for this keyword

All Shopping Images Videos News More Tools

About 16,30,00,000 results (0.79 seconds)

https://www.gicindia.com › instrumentation › hour-met...

### 1. Digital Hour Meter - GIC India

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free SEMrush account - Connect

L: 25 LD: 3.70K I: 1.99K Rank: 2.31M whois source Rank: 1.23M

Adv Disp Ads: 1 Pub Disp Ads: 1

14-Jul-2021 — Perfect to keep track of your equipment's usage by using Digital Hour Meters, **Hour Meter Series** manufactured by GIC India.

★★★★★ Rating: 4.3 · 42 votes



https://dir.indiamart.com › impcat › hour-meters

### 2. Hour Meters at Best Price in India - IndiaMART

L: 0 LD: 4.34M I: 643K Rank: 332 whois source Rank: 1.29K

Adv Disp Ads: 1 Pub Disp Ads: 1

LA25F1 HM 36 **Series Hour Meter**, 90 - 264v Ac. ₹ 400 Get Latest Price. Voltage: 90 - 264V AC. Brand: GIC. Power Consumption: Max 0.5 VA. Least Count: 1/10 h.



https://dir.indiamart.com › impcat › digital-hour-meter

### 3. Digital Hour Meter at Best Price in India - IndiaMART

google.com/search?q=digital+time+switch&rlz=1C1CHBF\_enIN947IN947&ei=sxMKYv3VHFSPseMPk96q...

digital time switch

Keyword difficulty: ... (for google.com database) — View full report for this keyword

Free delivery Free delivery Free delivery ₹531 with code

Ad · http://www.amazon.in/

### Digital Time Switch @ Amazon - Low Prices on Popular Products

Explore vast selection of products from Top Brands. Pay on Delivery. Best Deals. No Cost EMI Available. Easy & Fast Delivery. Top Brands. Huge Selection. Low Prices. Great Offers.

★★★★★ Rating for amazon.in: 4.1 - 405 reviews

Amazon Assistant · Buy essentials on Amazon · Great deals on Laptops · Amazon Brands

https://www.gicindia.com › lighting-and-automation › t...

### 1. Time Switches - GIC India

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free SEMrush account - Connect

L: 25 LD: 3.70K I: 1.99K Rank: 2.31M whois source Rank: 1.23M

Adv Disp Ads: 1 Pub Disp Ads: 1

14-Jul-2021 — GIC manufactures **Time Switches** in both analog and digital versions that perform the function of controlling the opening and closing of ...

★★★★★ Rating: 4.3 · 42 votes



### People also ask

What is a digital time switch?

How do you set a digital timer switch?



# Real screenshot of Ranking



google.com/search?q=programmable+digital+timer&rlz=1C1CHBF\_enIN947IN947&ei=ExQKYr...

programmable digital timer

Keyword difficulty: ... (for google.com database) — View full report for this keyword

Voltage & Protection Series, Control & Relays, Solar Energy System, and More. Service Excellence. International Team. Stringent Quality Control. Quality Circuit Breakers. Low Voltage & Protection · Product · About Us · Monitoring Relay · Photoelectric Switch

Ad · <http://www.amazon.in/> :

**Programmable Digital Timer - Low Prices on Popular Products**

Explore vast selection of products from Top Brands. Pay on Delivery. Huge Selection.

<https://www.gicindia.com> > process-control > timers :

**1. Programmable Timers | Time Delay Relay - GIC India**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free SEMrush account - [Connect](#)

L: 545 LD: 3.70K I: 1.99K Rank: 2.31M whois </> source Rank: 1.23M  
Adv Disp Ads: 1 Pub Disp Ads: 1

14-Nov-2021 — **Programmable Digital Timer ... Programmable Digital Timer** has many uses like measurement, display as well as control in applications. Find out ...  
★★★★★ Rating: 4.3 · 42 votes

<https://www.amazon.in> > Digital-Timer > k=Digital+Ti... :

**2. Digital Timer - Amazon.in**

L: 118 LD: 310M I: 1.80M Rank: 49 whois </> source Rank: 1.32K  
Adv Disp Ads: 1 Pub Disp Ads: 1

1-48 of over 2,000 results for "Digital Timer". RESULTS · Best programmable digital

google.com/search?q=mini+plc&rlz=1C1CHBF\_enIN947IN947&ei=bxQKYq\_0D56fseMPusixyAU&ved=0ahUKEv...

mini plc

Keyword difficulty: ... (for google.com database) — View full report for this keyword

PLC Programma... ₹3,199 Robu.in Free delivery	GIC PC10ED080... ₹2,466 IndustryBuying Free delivery	STMicroelectro PLC Driver f... ₹1,549.25 RS Compon... Free delivery	M5 Stack PLC Proto... ₹1,750 Robocraze Free delivery	ESP8266 WiFi 5V 1 Chann... ₹326 ElectronicsC... ₹293 with c...
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<https://www.gicindia.com> > process-control > logic-cont... :

**1. Programmable Logic Controller - Micro PLC - GIC India**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free SEMrush account - [Connect](#)

L: 70 LD: 5.76K I: 1.99K Rank: 2.81M whois </> source Rank: 1.26M  
Adv Disp Ads: 1 Pub Disp Ads: 1

14-Jul-2021 — **Mini PLC PL – 100** · Supports up to 112 IOs · Relay Base & MOSFET Low Side Base modules · Stacking using FRC cable up to maximum 6 Expansion Modules ...  
★★★★★ Rating: 4.3 · 42 votes

People also ask :

What is micro PLC?

### 3. Torqus System

Torqus Systems is (Now Inresto), India's leading restaurant software provider. It is a one-stop technology solution for all restaurants activities.

Through innovative & integrated solutions, inresto aims to disrupt the restaurant industry & put an end to the problems that have riddled restaurateurs since the beginning of time.

The SEO logo, with "SEO" in large, blue, outlined letters. Below it, a red ribbon banner contains the text "SEARCH ENGINE OPTIMIZATION" in white, uppercase letters.



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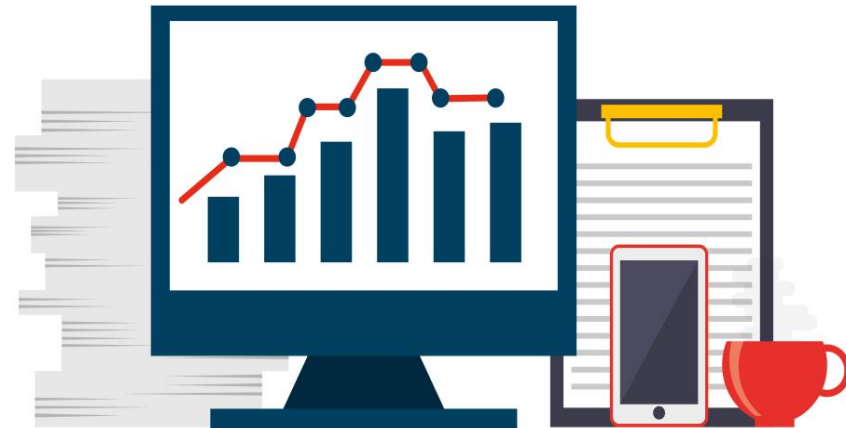
The SEO logo, with "SEO" in a large, blue, outlined, sans-serif font. Below it, a red ribbon banner contains the text "SEARCH ENGINE OPTIMIZATION" in white, uppercase, sans-serif font.

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- ✓ Reduce CPC, CPL and Increase Clicks
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# SEO

SEARCH ENGINE OPTIMIZATION



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## Achievements:

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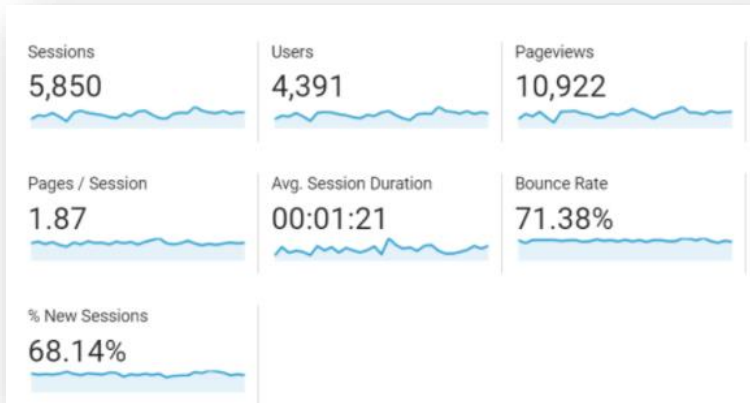
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- ✓ 2M+ Impressions, 60K+ Clicks, 5000+ Leads through paid campaign





## Achievements:

### Website Traffic – Jan 2020



### Website Traffic – Jan 2020

Country ?	Acquisition			Behavior			Conversions	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Campaign Thank You Page (Goal 2 Conversion Rate) ?	Campaign Thank You Page (Goal 2 Completions) ?
	5,850 % of Total: 100.00% (5,850)	68.24% Avg for View: 68.14% (0.15%)	3,992 % of Total: 100.15% (3,986)	71.38% Avg for View: 71.38% (0.00%)	1.87 Avg for View: 1.87 (0.00%)	00:01:21 Avg for View: 00:01:21 (0.00%)	4.53% Avg for View: 4.53% (0.00%)	265 % of Total: 100.00% (265)
1.  India	5,184 (88.62%)	65.78%	3,410 (85.42%)	71.12%	1.86	00:01:23	5.02%	260 (98.11%)
2.  United States	261 (4.46%)	94.64%	247 (6.19%)	75.10%	1.95	00:00:46	0.00%	0 (0.00%)
3.  United Kingdom	34 (0.58%)	73.53%	25 (0.63%)	88.24%	1.32	00:00:56	0.00%	0 (0.00%)
4.  United Arab Emirates	32 (0.55%)	65.62%	21 (0.53%)	65.62%	3.78	00:01:11	0.00%	0 (0.00%)
5.  Philippines	31 (0.53%)	93.55%	29 (0.73%)	87.10%	1.29	00:01:11	0.00%	0 (0.00%)
6.  Canada	22 (0.38%)	100.00%	22 (0.55%)	54.55%	2.32	00:00:42	0.00%	0 (0.00%)
7.  Indonesia	17 (0.29%)	94.12%	16 (0.40%)	70.59%	1.65	00:00:22	0.00%	0 (0.00%)
8.  Kenya	16 (0.27%)	62.50%	10 (0.25%)	62.50%	1.62	00:04:06	0.00%	0 (0.00%)
9.  Pakistan	16 (0.27%)	93.75%	15 (0.38%)	75.00%	1.56	00:00:49	6.25%	1 (0.38%)
10.  China	14 (0.24%)	92.86%	13 (0.33%)	92.86%	1.07	00:00:04	0.00%	0 (0.00%)



## Achievements:

### Top Keywords ranking

Keywords	Organic Position Jan 2020
pos software	6
restaurant pos software	4
restaurant pos software india	10
restaurant point of sale software	7
POS notifications app	3
restaurant billing software	4
restaurant billing system	6
restaurant billing app	5
restaurant crm software	8

Keywords	Organic Position Jan 2020
kot app	2
restaurant KOT APP	2
restaurant software	3
restaurant software pune	1
restaurant software Bangalore	2
restaurant management software delhi	3
restaurant software Mumbai	5
restaurant billing software delhi	3
restaurant crm system	5

Source – Google Organic



## Real screenshot of Ranking



https://www.google.co.in/search?q=kot+app&rlz=1C1CHZL\_enIN813IN813

kot app

Keyword difficulty: ... (for google.com database) — View full report for this keyword


All Videos Images News Maps More Settings Tools


About 1,82,00,000 results (0.54 seconds)


1. Restaurant Mobile App for KOT - Kitchen Order Taking, Restaurant ...  
<https://www.gofrugal.com/mobile/servjoy-kot-app.html>  
 The Restaurant Mobile App ServJoy is the perfect Fine-dine app for stewards to address the guest preferences all on the go. ... Why your fine-dine needs restaurant mobile app? ... ServJoy restaurant mobile app has increased our table turnaround time by reducing the order processing & ...

L: 1 LD: 8.81K I: 6.23K Rank: 119K Age: 2004|04|02 whois </> source  
 Rank: 622K Adv Disp Ads: 33 Pub Disp Ads: 0

Videos

 4:48  
 ServJoy Restaurant KOT Mobile APP - GoFrugal  
 GoFrugal Technologies Pvt  
 YouTube - Sep 4, 2013

 1:26  
 ServJoy Restaurant KOT Mobile APP - GoFrugal  
 GoFrugal Technologies Pvt  
 YouTube - Sep 9, 2014

 0:54  
 KOT Application  
 Sismatik Solutions  
 YouTube - Sep 18, 2014

2. Restaurant KOT APP | Kitchen Order Token App | India - Torqus  
<https://www.torqus.com/Restaurant-Point-of-Sale>  
 The Restaurant KOT APP saves you time in terms of going through the tedious cycle of rushing to the kitchen for placing orders, bill counters for generating and

https://www.google.co.in/search?q=restaurant+billing+system&rlz=1C1CHZL\_enIN813IN813&oc

Rank: 4.79M Adv Disp Ads: 0 Pub Disp Ads: 0

### 5. Which is the best restaurant billing software? - Quora

<https://www.quora.com/Which-is-the-best-restaurant-billing-software>

Apr 25, 2016 - Just **Billing Restaurant POS** is a unique software specially designed for the food business to run **restaurants** smoothly and quickly. Our **system** captures the food ...

Where is the best **restaurant billing** software provider? 11 Jan 2018

is **billing** software useful for **restaurants**? 3 Mar 2017

What are the best **restaurant point of sale (POS) systems** in India? 12 Mar 2015

More results from [www.quora.com](http://www.quora.com)

L: 0 LD: 72.0M I: 14.0M Rank: 93 Age: n/a whois </> source Rank: 29  
 Adv Disp Ads: 1.86K Pub Disp Ads: 803

### 6. Restaurant Billing Software | Restaurant Billing System| App | India

<https://www.torqus.com/restaurant-billing-software.html>

**Restaurants** come in so many varieties, and each one has its own set of needs. This is why Torqus provides you with a **Restaurant billing software system** ...

L: 0 LD: 281 I: 390 Rank: 404K Age: 2013|05|13 whois </> source Rank: 6.66M  
 Adv Disp Ads: 83 Pub Disp Ads: 0

### 7. Restaurant Billing System - Apps on Google Play

<https://play.google.com/store/apps/details?id=restaurant.billing.system&hl=en>

**Billing** software POS is useful for generating bills on Android device easily. It is very useful in retail **billing**. Note that it is retail POS software and not ERP ...

L: 1 LD: 1.53B I: 12.8M Rank: 1 Age: 2012|03|06 whois </> source Rank: 6  
 Adv Disp Ads: 2.88M Pub Disp Ads: 263K





## Real screenshot of Ranking



ps://www.google.co.in/search?q=restaurant+pos+system+india&riz=1C1CHZL\_eniN813IN813&co

provides an end-to-end solution to all the needs of a **restaurant**.  
POS · Restaurant · Restaurant Sales Reporting ... · Kitchen Display System

L: 6 LD: 6 I: 27 Rank: 2.20M Age: 2017|12|02 whois </> source Rank: 8.29M  
Adv Disp Ads: 0 Pub Disp Ads: 0

### 7. The Ten Best Restaurant Management Software in India

<https://www.techjockey.com/blog/ten-best-restaurant-management-software-india> ▾  
Jul 25, 2018 - To make the task of restaurateur's easier, we have compiled a list of the ten best **restaurant management software** available in **India**. With this ...

L: 2 LD: 2.24K I: 2.48K Rank: 220K Age: 2004|03|22 whois </> source  
Rank: 1.19M Adv Disp Ads: 954 Pub Disp Ads: 0

### 8. Restaurant Software| Restaurant Management Software| System| India

<https://www.torqus.com/> ▾  
Best **restaurant software & Restaurant Management System** providers in **Pune, India**. Our **Restaurant Management Software** takes care of **restaurant billing**, ...

L: 95 LD: 281 I: 390 Rank: 404K Age: 2013|05|13 whois </> source Rank: 6.66M  
Adv Disp Ads: 83 Pub Disp Ads: 0

### 9. BITPOS : Restaurant Billing Software | POS Software for Restaurant ...

[www.bitpos.in/](http://www.bitpos.in/) ▾  
Bit-Pos - The Smart ordering system and Cloud POS for Chains and Franchises, **Restaurant billing software**.

L: 9 LD: 9 I: 9 Rank: 4.15M Age: 2014|08|12 whois </> source Rank: 7.17M  
Adv Disp Ads: 0 Pub Disp Ads: 0

ps://www.google.co.in/search?q=restaurant+software+india&riz=1C1CHZL\_eniN813IN813&coq=

Which is the best **restaurant billing software**?  
More results from [www.quora.com](http://www.quora.com)

25 Apr 2016

L: 1 LD: 72.0M I: 14.0M Rank: 93 Age: n/a whois </> source Rank: 29  
Adv Disp Ads: 1.86K Pub Disp Ads: 803

### 6. Restaurant Billing Software - Suppliers & Manufacturers in India

<https://dir.indiamart.com> > Computer and Mobile Softwares & Apps > Billing Software ▾  
Business listings of **Restaurant Billing Software** manufacturers, suppliers and exporters in **India** along with their contact details & address. Find here **Restaurant** ...

L: 0 LD: 25.4K I: 552K Rank: 707 Age: 2001|02|20 whois </> source  
Rank: 1.40K Adv Disp Ads: 296 Pub Disp Ads: 117K

### 7. Restaurant Software| Restaurant Management Software| System| India

<https://www.torqus.com/> ▾  
Best **restaurant software & Restaurant Management System** providers in **Pune, India**. Our **Restaurant Management Software** takes care of **restaurant billing**, ...

L: 95 LD: 281 I: 390 Rank: 404K Age: 2013|05|13 whois </> source Rank: 6.66M  
Adv Disp Ads: 83 Pub Disp Ads: 0

### Videos





## Real screenshot of Ranking



Secure | google.co.in/search?q=restaurant+pos+software+india&coq=restaurant+pos+sof

Sign out

8. Restaurant POS | Download Restaurant of Sale Software ... - hdpos  
[www.hdpos.in/hdrestaurant/restaurant-pos-software-system](http://www.hdpos.in/hdrestaurant/restaurant-pos-software-system)  
HDRestaurant offers Restaurant POS software, here you can manage your orders and deliveries, track each order based on thier workfolw,You can have ...  
L: 1 LD: 3.98K I: 2.03K Rank: 249K Age: 2013|03|07 Rank: 2.04M Adv Disp Ads: 1.55K Pub Disp Ads: 0
9. POS Billing Software for Retail and Restaurant with GST  
<https://justbilling.in/>  
Most comprehensive GST Point of Sale (POS) & billing software to automate sales, purchase, customer loyalty, inventory, accounting on mobile or computer.  
L: 36.7K LD: 60.2K I: 39 Rank: 801K Age: 2014|09|02 Rank: 3.90M Adv Disp Ads: 0 Pub Disp Ads: 0
10. POS Software| Restaurant POS Software| Restaurant POS| System| ...  
<https://www.torqus.com/point-of-sale.html>  
We provide the Best Point of Sale Software In India. Our Restaurant POS Software And POS Systems helps to manage all restaurant activity, including billing, ...  
L: 0 LD: 271 I: 327 Rank: 441K Age: 2013|05|13 Rank: 7.61M Adv Disp Ads: 114 Pub Disp Ads: 0
11. Best Restaurant POS Software|Billing & Ordering System India  
[www.lucidpos.com/restaurant-point-of-sale-software/](http://www.lucidpos.com/restaurant-point-of-sale-software/)  
Easy to learn and use, Secure and Reliable, State of the art technology; Round the clock technical support; One on one training on how to use the POS software ...  
L: 2 LD: 123 I: 40 Rank: 2.93M Age: 2013|07|27 Rank: 4.16M Adv Disp Ads: 0 Pub Disp Ads: 0
12. Top 20 Restaurant POS Software 2018 - Compare Reviews - Capterra  
<https://www.capterra.com/restaurant-pos-software/>  
Find and compare Restaurant POS software. Free, interactive tool to quickly narrow your choices and

restaurant management system bangalore

Keyword difficulty: 41.62% (for google.com database) — View full report for this keyword

All Images News Videos Maps More Settings Tools

About 2,09,00,000 results (0.80 seconds)

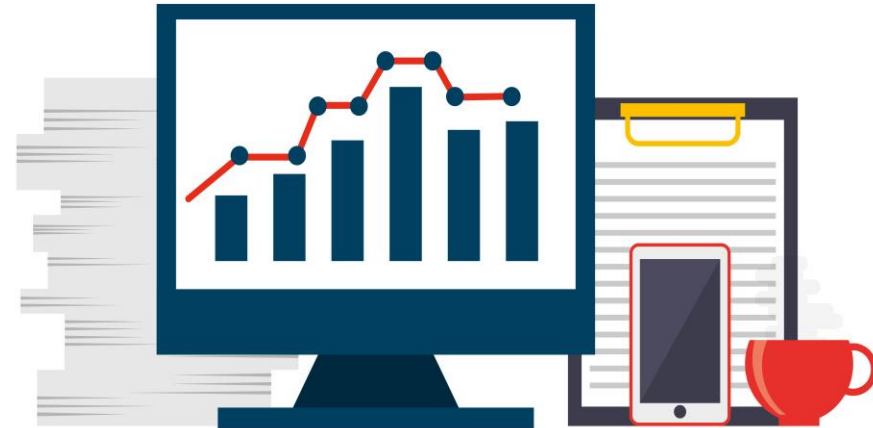
1. Restaurant Management System| Restaurant billing Software| Bangalore  
<https://www.torqus.com/restaurant-software-bangalore.html>  
Restaurant Software Providers in Bangalore, India that provides Restaurant Management Software, POS System & Billing Software to take control on your ...  
DS: 0 TS: 0 Get Trust metrics with free SEMrush account - Connect  
L: 0 LD: 271 I: 327 Rank: 441K Age: 2013|05|13 Rank: 7.61M Adv Disp Ads: 114 Pub Disp Ads: 0
2. Restaurant Software| Restaurant Management Software| System| India  
<https://www.torqus.com/>  
Best restaurant software & Restaurant Management System providers in Pune, India. Our Restaurant Management Software takes care of restaurant billing, ...  
L: 0 LD: 271 I: 327 Rank: 441K Age: 2013|05|13 Rank: 7.61M Adv Disp Ads: 114 Pub Disp Ads: 0
3. Best Restaurant Software|Management System|India|Lucid IT Solutions  
[www.lucidpos.com/](http://www.lucidpos.com/)  
LUCID POS supports all restaurant formats and is available in three variants – Touch POS, Desktop POS, and Mobile POS /Handheld,also backed by 24/7 ...  
L: 40 LD: 123 I: 40 Rank: 2.93M Age: 2013|07|27 Rank: 4.16M Adv Disp Ads: 0 Pub Disp Ads: 0



## 4. Anacyber forensic

ANA Cyber Forensic Pvt. Ltd. is one of the first companies in India to combine techno-legal faculties in the field of Information Security.

They provides cyber security, data security, data misuse, web attacks, and digital forensics solutions all over the India.



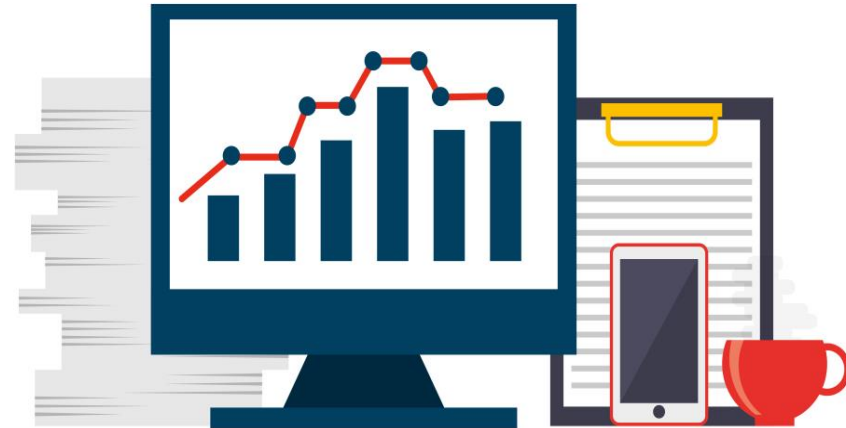
## Objectives:

- ✓ Increase organic traffic on the website
- ✓ Improve the rankings on Google search results
- ✓ Generate Leads

## Challenges:

- ✓ Not having any Organic Presence In Google Search
- ✓ Industry Competition

SEO  
SEARCH ENGINE OPTIMIZATION



## Strategy :

- ✓ Complete Website Analysis
- ✓ Developed an integrated page-wise keyword strategy
- ✓ Developed keywords base URL strategy
- ✓ Primary focus on keywords with high search volume
- ✓ Use of competitor keywords
- ✓ Fixed Complete ON Page SEO
- ✓ Regular manual submission activities
- ✓ Engaging content strategy

SEO  
SEARCH ENGINE OPTIMIZATION



## Achievements:

In the duration of Jan 2019 To March 2020 We have achieved following :

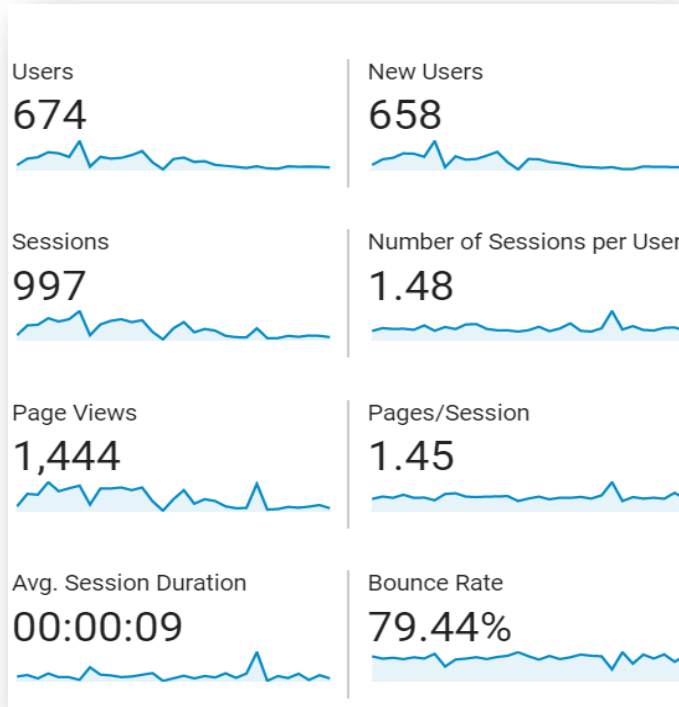
- ✓ Overall website traffic Increased by 240%
- ✓ Increase organic traffic month on month basis
- ✓ Increased the keywords rankings tremendously
- ✓ Improved page views and sessions
- ✓ Increased interest based leads





## Achievements:

### Website Traffic – March 2020



### Website Traffic – March 2020

Country ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	674 % of Total: 100.00% (674)	658 % of Total: 100.00% (658)	997 % of Total: 100.00% (997)	79.44% Avg for View: 79.44% (0.00%)	1.45 Avg for View: 1.45 (0.00%)	00:00:09 Avg for View: 00:00:09 (0.00%)
1.  India	514 (76.04%)	499 (75.84%)	817 (81.95%)	75.76%	1.54	00:00:11
2. (not set)	57 (8.43%)	56 (8.51%)	58 (5.82%)	98.28%	1.02	<00:00:01
3.  United States	51 (7.54%)	51 (7.75%)	51 (5.12%)	96.08%	1.04	00:00:01
4.  Sri Lanka	4 (0.59%)	4 (0.61%)	9 (0.90%)	100.00%	1.00	00:00:00
5.  United Kingdom	3 (0.44%)	3 (0.46%)	3 (0.30%)	100.00%	1.00	00:00:00
6.  Ukraine	3 (0.44%)	3 (0.46%)	3 (0.30%)	100.00%	1.00	00:00:00
7.  United Arab Emirates	2 (0.30%)	2 (0.30%)	3 (0.30%)	66.67%	1.33	00:00:02
8.  Bangladesh	2 (0.30%)	2 (0.30%)	5 (0.50%)	100.00%	1.00	00:00:00
9.  Brazil	2 (0.30%)	2 (0.30%)	2 (0.20%)	100.00%	1.00	00:00:00
10.  Germany	2 (0.30%)	2 (0.30%)	2 (0.20%)	100.00%	1.00	00:00:00



## Achievements:

### Top Keywords ranking

Keywords	Organic Position March 2020
cyber security company in pune	2
cyber security companies in pune	2
cyber security company in mumbai	5
best cyber security company pune	3
cyber security consultant pune	4
cyber forensic investigator pune	4
information security company	3
cyber security consultant mumbai	12
information security companies	5

Keywords	Organic Position March 2020
information security company pune	5
data leakage and analysis services	1
data leakage detection services	8
data recovery services in pune	10
data recovery services mumbai	12
email recovery and analysis	1
vulnerability assessment company	4
system hardening services	4
operating system hardening services	3

Source – Google Organic





## Real screenshot of Ranking



google.com/search?q=cyber+security+company+in+pune&rlz=1C1CHBF\_eniN947IN947&

cyber security company in pune

Keyword difficulty: 55.04% (for google.com database) — View full report for this keyword

https://www.goodfirms.co › it services › cyber security

### 1. Top Cyber Security Companies in Pune Reviews 2022

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free SEMrush account - Connect

L: 5 LD: 6.25M I: 63.4K Rank: 4.75K whois </> source Rank: 24.9K  
Adv Disp Ads: 810 Pub Disp Ads: 0

List of Top Cybersecurity Service Providers in Pune | Cybersecurity Firms in Pune · Integrative Systems · EC Infosolutions · Planetsar Technologies · SNWN Tech ...

https://www.anacyber.com

### 2. Best Cyber Security Companies | Pune | Mumbai | India

L: 600 LD: 1.20K I: 66 Rank: n/a whois </> source Rank: 4.37M Adv Disp Ads: 0  
Pub Disp Ads: 0

ANA **CYBER** FORENSICS, is one of the first and the best **companies** in India that has seamlessly combined the technological background and legal pillars in the ...

https://in.linkedin.com › jobs › cyber-security-jobs-pune

### 3. 255 Cyber Security jobs in Pune, Maharashtra, India (5 new)

L: 0 LD: 138M I: 3.96M Rank: 44 whois </> source Rank: 32 Adv Disp Ads: 247K  
Pub Disp Ads: 30

google.com/search?q=cyber+security+company+in+mumbai&rlz=1C1CHBF\_eniN947IN947&

cyber security company in mumbai

Keyword difficulty: ... (for google.com database) — View full report for this keyword

22-Dec-2021 — List of the Top **Mumbai Cybersecurity** Consultants · Cymune **Cyber Security** · CiELO Technologies · Enfini Labs Tech Consultant · Need Help Selecting a ...

https://www.netlabindia.com › information-technology

### 4. Cyber Security Services Company in Mumbai, India - Network ...

L: 14 LD: 735 I: 776 Rank: 191K whois </> source Rank: 3.44M  
Adv Disp Ads: 65 Pub Disp Ads: 0

Protect your organization with advanced **cyber security services** and solutions by Network Techlab, offers Next-Generation Firewall, Next Generation Endpoint ...

https://www.anacyber.com

### 5. Best Cyber Security Companies | Pune | Mumbai | India

L: 600 LD: 1.20K I: 66 Rank: n/a whois </> source Rank: 4.37M Adv Disp Ads: 0  
Pub Disp Ads: 0

ANA **CYBER** FORENSICS, is one of the first and the best **companies** in India that has seamlessly combined the technological background and legal pillars in the ...

https://indiancybersecuritysolutions.com › network-secu...

### 6. Network Security Company in Mumbai

L: 2 LD: 36.5K I: 602 Rank: 629K whois </> source Rank: 1.36M  
Adv Disp Ads: 680 Pub Disp Ads: 0



## Real screenshot of Ranking



google.com/search?q=data+leakage+and+analysis+services&rlz=1C1CHBF\_enIN947IN94

data leakage and analysis services

Keyword difficulty: ... (for google.com database) — View full report for this keyword

All News Images Videos Shopping More

About 28,40,00,000 results (0.77 seconds)

https://www.anacyber.com › data-leakage-detection-services

### 1. Data Leakage And Analysis Services - ANA Cyber Forensic

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free SEMrush account - Connect

L: 1 LD: 1.26K I: 1.58 Rank: n/a whois source Rank: 4.37M Adv Disp Ads: 0  
Pub Disp Ads: 0

We help companies and organizations to detect and perform analysis of possible vulnerabilities with regard to data leakage via electronic medium. Our expertise ...

https://areteir.com › data-breach-analysis

### 2. Data Breach Analysis - Arete Incident Response

L: 0 LD: 1.67K I: 1.51K Rank: 925K whois source Rank: 784K  
Adv Disp Ads: 0 Pub Disp Ads: 0

Data breach analysis is at the core of BEC and ransomware events. Arete provides its clients with analysis of data from across Google, Amazon, Office 365, ...

https://www.forcepoint.com › cyber-edu › data-leakage

### 3. What is Data Leakage? Defined, Explained, and Explored

L: 204 LD: 2.10M I: 23.6K Rank: 58.8K whois source Rank: 21.6K

google.com/search?q=email+recovery+and+analysis&rlz=1C1CHBF\_enIN947IN947&ei=D2fm

email recovery and analysis

Keyword difficulty: 57.05% (for google.com database) — View full report for this keyword

All News Videos Images Shopping More

About 91,00,00,000 results (0.71 seconds)

Email is the primary mode of correspondence and usually includes crucial data (both professional and personal). ... Thus, it can be quite distressing when such emails are lost. Our E-mail recovery and analysis service includes investigation of e-mails sent or received, deleted e-mails, malicious files received via e-mails.

https://www.anacyber.com › email-recovery-and-analysis

### 1. E-Mail Recovery and Analysis - ANA Cyber Forensic

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free SEMrush account - Connect

L: 0 LD: 1.20K I: 1.58 Rank: n/a whois source Rank: 4.37M Adv Disp Ads: 0  
Pub Disp Ads: 0

About featured snippets · Feedback

https://evestigate.com › email-forensics-analysis-services

### 2. Email Forensics |Email Analysis | Deleted Email Recovery

L: 43 LD: 2.93K I: 448 Rank: n/a whois source Rank: 4.68M Adv Disp Ads: 0  
Pub Disp Ads: 0

Recovery of deleted emails, email forensic analysis by Global Digital Forensics, a world leader



## Real screenshot of Ranking



google.com/search?q=vulnerability+assessment+company&riz=1C1CHBF\_eniN947IN94

vulnerability assessment company

Keyword difficulty: ... (for google.com database) — View full report for this keyword

15-Dec-2020 — Compare **Vulnerability Assessment Services Providers** ; Packetlabs · (11)4.9 out of 5 ; Cybriant · (29)4.8 out of 5 ; McAfee Security Services · (45) ...

https://www.redscan.com › Services

### 3. Vulnerability Assessment & Management Services | Redscan

L: 20 LD: 15.3K I: 2.12K Rank: 462K whois </> source Rank: 387K

Adv Disp Ads: 36 Pub Disp Ads: 2

Business growth, digitalisation and the evolving threat landscape create constant security challenges for your organisation. Redscan's **Vulnerability Assessment** ...

https://www.anacyber.com › vulnerability-assessment

### 4. Vulnerability Assessment Company - ANA Cyber Forensic

L: 30 LD: 1.20K I: 66 Rank: n/a whois </> source Rank: 4.37M Adv Disp Ads: 0 Pub Disp Ads: 0

ANA Cyber Forensic Pvt Ltd, **Vulnerability Assessment (VA)** service helps you identify the vulnerabilities which exist on the network and Hosts. It covers network ...

https://www.kroll.com › ... › Assessments Testing

### 5. Cyber Vulnerability Assessment | Cyber Risk Services - Kroll

L: 15 LD: 377K I: 8.21K Rank: 132K whois </> source Rank: 58.4K

Adv Disp Ads: 3.16K Pub Disp Ads: 0

google.com/search?q=system+hardening+services&riz=1C1CHBF\_eniN947IN947&oq=syst

system hardening services

Keyword difficulty: ... (for google.com database) — View full report for this keyword

**Systems hardening** is a collection of tools, techniques, and best practices to reduce vulnerability in technology applications, **systems**, infrastructure, ...

https://www.trentonsystems.com › blog › system-harde...

### 3. System Hardening: An Easy-to-Understand Overview

L: 66 LD: 21.7K I: 3.46K Rank: 235K whois </> source Rank: 67.3K

Adv Disp Ads: 925 Pub Disp Ads: 0

14-Apr-2021 — Operating **system hardening** · Removing unnecessary drivers · Encrypting the HDD or SSD that stores and hosts your **OS** · Enabling and configuring ...

https://www.anacyber.com › system-hardening

### 4. Operating System Hardening | Services - ANA Cyber Forensic

L: 16 LD: 1.20K I: 66 Rank: n/a whois </> source Rank: 4.37M Adv Disp Ads: 0 Pub Disp Ads: 0

**System hardening** is basically making the network connected devices or computer or Operating **System** by configuring the **system** to eliminate all the possible risk ...

https://www.invesics.com › system-hardening-services

### 5. System Hardening Services - Invesics

L: 1 LD: 838 I: 6 Rank: 1.98M whois </> source Rank: 13.4M Adv Disp Ads: 44 Pub Disp Ads: 0



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Call – 9637 019 016

