

KuberBox Achieved 26X more pages getting indexed on Google and 20% Boost in Conversions



KUBERBOX
CASE STUDY



90+

📈 Lighthouse score for all product pages



26X

📈 More pages are indexed by Google



20%

📈 Increase in conversions

ABOUT COMPANY

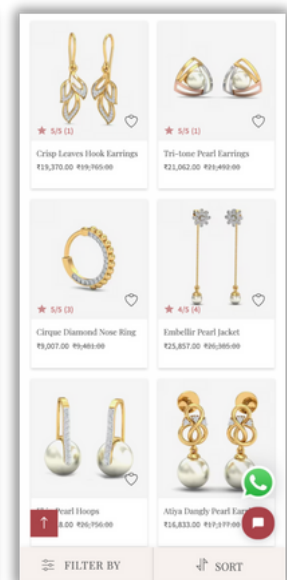
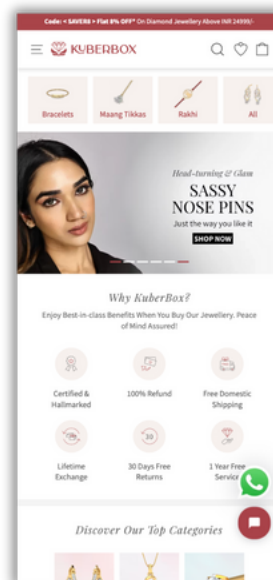
KuberBox, started by diamond expert Sourav Lodha in 2013, makes jewellery shopping enjoyable and easy. KuberBox offers trusted gold and diamond jewellery, focusing on lightweight designs at great prices. Their online jewellery store provides a smooth shopping experience, and they even help customers design their diamond jewellery. KuberBox envisions itself to be the go-to brand for millions of jewellery lovers in India.

OBJECTIVES

- **Improve Lighthouse Score** and **rank higher on Google search results.**
- **Improving UX and conversions** and making the site responsive and agile across all device types and page categories.
- **Optimizing images** in a way that is **personalized for each end user**, thus providing a premium browsing experience to them.
- **Restrict security attacks** and ensure high site uptime without large operational investments. Their goal was to find a partner who offers expert consulting services.

SOLUTIONS

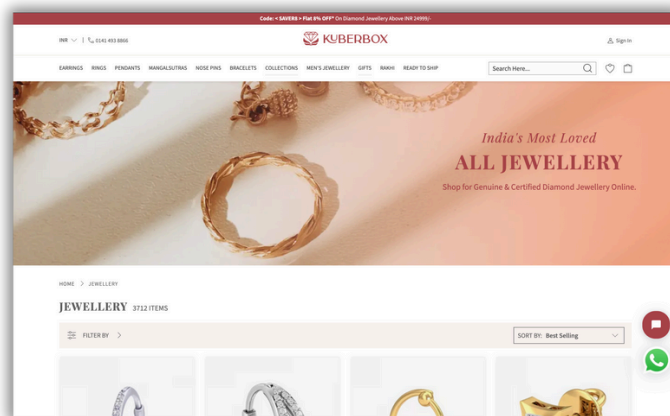
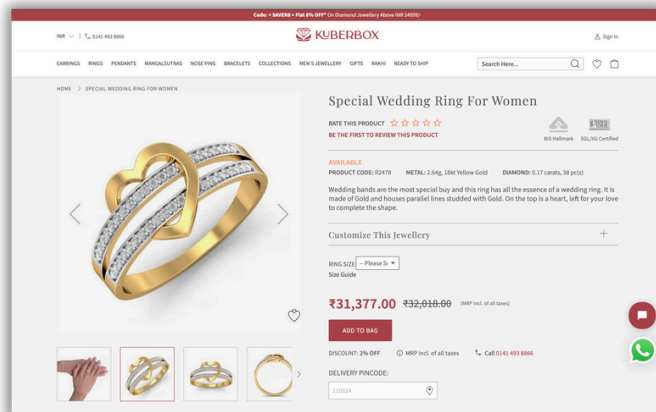
- **N7 Search Engine Rank Accelerator**, the plug and play prerendering solution, helped KuberBox index their site pages faster
- By leveraging the **intelligence** collected by **N7 Digital Experience Accelerator**, N7 **optimizes** the KuberBox website for each end user.
- **N7 Adaptive Image Optimization** automatically converts image files to **new-gen formats** without requiring any code changes. Consequently, file sizes are smaller, and loading times are significantly faster.



- **N7's Managed Security Suite** includes a **Bot Detector that uses AI to detect bots**. With little human intervention, the solution adapts to increasingly sophisticated bot threats.

BENEFITS

- ✓ With SERA, **26.17X more Kuberbox pages got indexed, resulting in higher Google search rankings**. Also, SERA pushed the **Lighthouse Score >90+** for all pages.
- ✓ KuberBox now enjoys a **consistently fast site** and a **very profitable Rakhi season**.
- ✓ KuberBox **improved their site load time by 25%-40%** thus helping them in **reducing site bounce rate**. Faster page loads has resulted in **20% increase in conversions**.
- ✓ N7 Managed Security Suite automatically detects bots and blocks harmful traffic, **ensuring low false positive rates and maintaining optimal page load speeds**.
- ✓ KuberBox receives **swift support from the N7 team**, with website performance and security specialists managing services on their behalf. Their team has direct access to product experts who provide consultative support for complex business challenges. This ensures **high availability and fast turnaround times**.



CLIENT TESTIMONIAL

N7 has been an amazing partner for KuberBox. Their team has provided exceptional support, making our website faster and more user-friendly. We truly appreciate their quick responses and proactive solutions. Their dedication to our success has made a significant difference, and we couldn't be happier with our collaboration. Thank you, N7, for being such a reliable ally!



Sourav Lodha
Founder, KuberBox