

# Rupyy Achieved 58% More Keyword Impressions & 95+ Pagespeed Score with N7 SERA

**rupyy**

BY CarDekho GROUP

## CASE STUDY



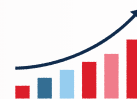
**58%**

**More Keyword Impressions**



**95+**

**Increase in PageSpeed Score**



**60%+**

**Boost in SERP Rankings**

## ABOUT COMPANY

Rupyy is India's largest & 100% paperless lending fintech platform for automobile buyers. Through their state-of-the-art tech stack, they promise to introduce a whole new world of financing to their users. They make new-age & omni-channel digital experiences possible. Through their partnerships with leading banks and NBFCs, they aspire to bring alternate financial products to own an automobile.

## OBJECTIVES

- **Enhancing Google Core Web Vitals** for better website performance and user experience.
- **Resolving issues with partial content crawling** and ensuring that all content is crawled by Google.
- **Boosting search engine rankings** and driving increased organic traffic.
- **Gaining a competitive edge** by outperforming industry rivals in search visibility.

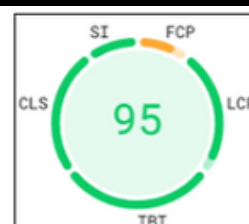
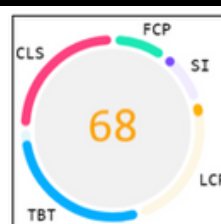
## SOLUTIONS

- **N7 Search Engine Rank Accelerator (SERA)**, the **plug and play prerendering solution**, helped Rupyy index their site pages faster.
- N7 SERA pre-renders web elements, enabling **URLs to load faster** by responding quickly to crawl requests. This **improved speed aligns perfectly with search engines' preference for fast-loading pages**, helping Rupyy achieve higher SEO rankings.
- Through N7 SERA, Rupyy ensured all its pages were primed for Google's indexing.

*Achieved 95+ PageSpeed Score*

**Before**

**With N7 SERA**



# BENEFITS

- ✔ N7 SERA's enhancement of Rupy's crawl and indexing success rates has led to a **remarkable increase in their SEO health.**
- ✔ Rupy now **boasts of 95+ PageSpeed Score**
- ✔ Rupy noticed a **58% jump in keyword impressions** and a **massive boost in Google SERP ranking.**

