

## Driving SEO + GEO Growth for a Cybersecurity Leader

Seqrite, the enterprise arm of Quickheal Ltd, a leading cybersecurity solutions provider, partnered with Brandconn to strengthen its digital presence, improve search visibility across Google and popular LLM models. Through a structured SEO and AI SEO approach, the campaign focused on improving rankings, citations in AI, site health, and organic growth.



Services Offered - SEO | AI SEO (AEO + GEO) | Content Strategy



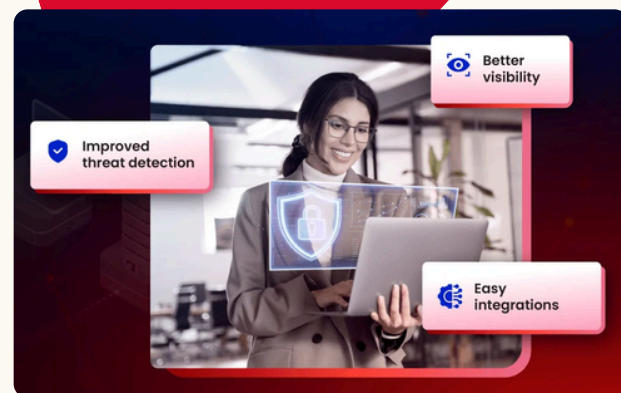
Trusted by 30,000+ businesses across 70+ countries, Seqrite delivers scalable and easy to deploy security solutions backed by intelligent automation and threat intelligence.

### Challenges

- Low website health score (47%), impacting crawlability and performance
- Limited first page keyword presence despite strong industry reputation
- Highly competitive cybersecurity market with established global players
- Weak content depth and backlink profile
- Overdependence on branded search visibility with low non-branded reach
- Limited visibility in AI-driven search results and modern discovery platforms

### Solutions

- **Technical SEO & Site Health Optimisation:** Improved crawlability, resolved technical issues, and implemented key SEO fixes to enhance overall website performance and accessibility.
- **On Page SEO:** Optimised meta tags, headings, and on-page content to improve keyword relevance, search visibility, and user experience.
- **Content & Authority Building:** Published blogs, promoted threat reports, and strengthened content assets to establish the brand as a trusted cybersecurity resource.



- **Backlink Strategy:** Executed a consistent backlink acquisition strategy, including competitor backlink analysis and removal of toxic links to improve domain strength.
- **AI SEO Strategy:** Optimised content for both traditional search engines and AI-driven platforms, improving visibility in AI overviews and modern search experiences.



## Results

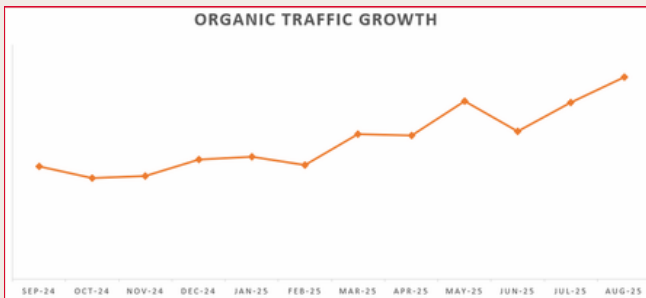
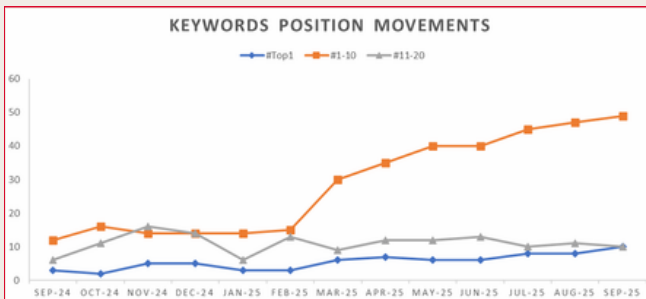
Nearly

**150%+** Increase in Organic Traffic

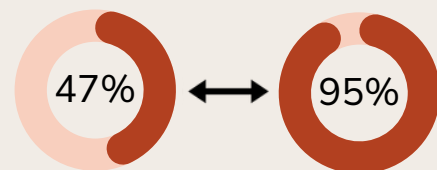
**900%** Growth in AI mentions, citations & cited pages

**75+** Keywords in first page ranking in Google with **20 keywords in #1** position

**20+** Keywords in AI overview visibility



## Site Health



“I wanted to personally thank each one of you for the energy, rigor, and ownership you bring to our SEO journey at Securite. In a category as complex and competitive as cybersecurity, visibility is not just about rankings, it's about credibility, consistency, and trust, and your team has shown a strong understanding of that responsibility. What stands out most is not just execution, but your willingness to partner, listen deeply, adapt quickly, and continuously raise the bar. That mindset makes all the difference.”

**Mr. Sudhanshu Tripathi**

CMO, Quick Heal Technologies Ltd.

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