



DIGITAL FOR INDUSTRIAL & MANUFACTURING

We build the digital industrial brands grow with.

Design, Development, SEO, Social Media and Integrations — engineered around how buyers, distributors and engineers actually search and evaluate.

WHO WE ARE

The digital partner industrial brands rely on

Hats-Off Digital is India's leading digital marketing powerhouse, now also in the UAE. Headquartered in Pune, we're a vibrant 14-year-old agency transforming businesses and brand experiences.

We blend purpose-driven creativity, brand marketing and cutting-edge digital — spanning social media, SEO, design & branding, and website / application development.

13+

Industrial websites

320%

Avg. traffic lift

7

Years of Experience in Industrial Sector

14

Years as an agency

TRUSTED BY BRANDS ACROSS INDUSTRIAL & MANUFACTURING

ELCON
INDUSTRIES

KOPL

Kirloskar
Enriching Lives

AI KUN Steel
The company we can trust in...

FERRA Italia
DESIGN | STYLE | QUALITY

GENUINE
ENTERPRISES

OCEAN PRIDE
SHIP CHANDLERS

INSTA
CRYSTAL
Awards, Trophies & Gifts

SAPIENCE
Market Research & Consultancy

HIBRID

Tecknotrove

TechnoTools

swiftin

Everything the website needs, under one roof

IT Solutions

- Software Development
- Website Development
- Data Entry
- App Development
- Testing & Security

SEO & Content

- Search Engine Optimization
- Platform SEO — YouTube, Amazon, Quora, Reddit, Mobile
- SEO Content Creation
- One-Time Website Optimization
- SEO Consultation
- Google — GMB, Merchant Center, Tag Manager
- ORM Strategy
- AIO, AEO, GEO

Creative & Advertising

- Social Media Management
- Video & Post Production
- Branding Services
- Performance Marketing
- PR & Outreach
- Photography & Videography

Cloud Solutions

- Hosting Servers
- Visual Composer
- Zoho Integration
- Domain
- GSuite / Workspace Integration
- WhatsApp Business Integration

Wikipedia

- Page Creation
- Monitoring & Maintenance
- Content Writing
- Draft Creation
- Page Editing
- Recover Deleted Page
- Consultancy

SECTION 03

Selected case studies

Ten industrial and manufacturing brands trust us end-to-end — design, development, apps, SEO, social and cloud.

CLIENT 1 / 13

Elcon Industries

One system to run the entire business

We built a custom web and mobile system covering the full scope of Elcon's operations — product management, HR management, labour jobs, procurement, billing & dispatch, sales, and more — bringing every department onto one connected platform.

● QUOTATION

ELCON INDUSTRIES

HOME

HELP/PORTAL

PROJECT MANAGEMENT

SALES

PRODUCTION

LABOUR JOBS

MASTERS

PROCUREMENT

BILLING & DISPATCH

AFTER SALES

QUALITY & INSPECTION

COMPLAINT

SALES

QUOTATION

PURCHASE ORDER

SALES ORDER

JOB CARD

LEADS

CREATE NEW QUOTE

Suman Enterprises

QTN NO : SQ/2425/0000625

EXPORTCOMPARESENT FOR APPROVAL

ADDRESS:
Sr. No. 34/5, Vishwa Bharati Apt,
Mohanagar, Dhankawadi
Pune 411043

CONSIGNEE:
Suman Enterprises,
Sr. No. 34/5, Vishwa Bharati Apt,
Mohanagar, Dhankawadi
Pune 411043

GSTIN:
27CPPLU57884723

PROJECT:
Koregaon Bhima

BUYER NAME:
Mr. Jitendra Patil

BUYER NO:
9046573355

QTN DATE
22 July, 2024

AMEND DATE
20 July, 2024

AMEND NO.
01

CREATED BY
Mr. Omkar Kulkarni

LAST UPDATE ON
03/09/2024 | 12:43 PM

Remark

Remark will display here (user can able to edit later also)

Sr. No.	Goods Description	Qty	Weight/H	Rate of WT	Basic Rate	Revised Rate	Discount	Taxable Amount	Action
A ELCON MAKE GI PRE-GALVANIZED CABLE TRAY COVER ONLY									
01	G1 Perforated Cable Tray 300X15X1.6 MM	1150	4.7	77.00	318.78	-	5	329,175.00	 
02	G1 Perforated Cable Tray 300X15X1.6 MM	850	4.7	77.00	318.78	-	-	329,175.00	 
03	G1 Perforated Cable Tray 300X15X1.6 MM	850	4.7	77.00	318.78	-	5	329,175.00	 
04	G1 Perforated Cable Tray 300X15X1.6 MM	850	4.7	77.00	318.78	-	-	329,175.00	 
B ELCON MAKE GI PRE-GALVANIZED JUNCTION BOX WITH GI COVER									
01	G1 Perforated Cable Tray 300X15X1.6 MM	850	4.7	77.00	318.78	-	5	329,175.00	 
02	G1 Perforated Cable Tray 300X15X1.6 MM	850	4.7	77.00	318.78	-	-	329,175.00	 
03	G1 Perforated Cable Tray 300X15X1.6 MM	850	4.7	77.00	318.78	-	5	329,175.00	 
04	G1 Perforated Cable Tray 300X15X1.6 MM	850	4.7	77.00	318.78	-	-	329,175.00	 
		4,320.00	23,004.80					1,770,406.60	

QUOTATION ACTIVITY

Today

● MACHINERY

ELCON INDUSTRIES

HOME

HELP/PORTAL

PROJECT MANAGEMENT

SALES

PRODUCTION

LABOUR JOBS

MASTERS

PROCUREMENT

BILLING & DISPATCH

AFTER SALES

QUALITY & INSPECTION

COMPLAINT

MASTERS

PROCESS MASTER

PRODUCT MASTER

CLIENT MASTER

EMPLOYEE MASTER

VENDOR MASTER

MACHINERY MASTER

PROCUREMENT MASTER

CERTIFICATES

TDS

GAP

ADD NEW MACHINE

All Machinery

Q Search machine...

FILTERADD NEW MACHINE

Sr. No.	Machine Name	Number	Size	Make	Machine Type	Machine Operators	Action
01	Elcon 01	01	1254567	Elcon Make 1	Cutting	    	 
02	Elcon 02	02	1254567	Elcon Make 2	Bending	   	 
03	Elcon 03	03	1254567	Elcon Make 3	Punching	  	 
04	Elcon 04	04	1254567	Elcon Make 3	Side Hole	  	 
05	Elcon 01	01	1254567	Elcon Make 1	Cutting	    	 
06	Elcon 02	02	1254567	Elcon Make 2	Bending	   	 
07	Elcon 03	03	1254567	Elcon Make 3	Punching	  	 
08	Elcon 04	04	1254567	Elcon Make 3	Side Hole	  	 
09	Elcon 01	01	1254567	Elcon Make 1	Cutting	    	 
10	Elcon 03	03	1254567	Elcon Make 3	Punching	  	 

<< First

< Back

1

2

3

4

...

25

Next >

>> Last

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid ads.

8–15

New followers

600–800

Avg. monthly reach

2.1%–3.0%

Engagement rate

[X]

Campaigns run



CLIENT 2 / 13

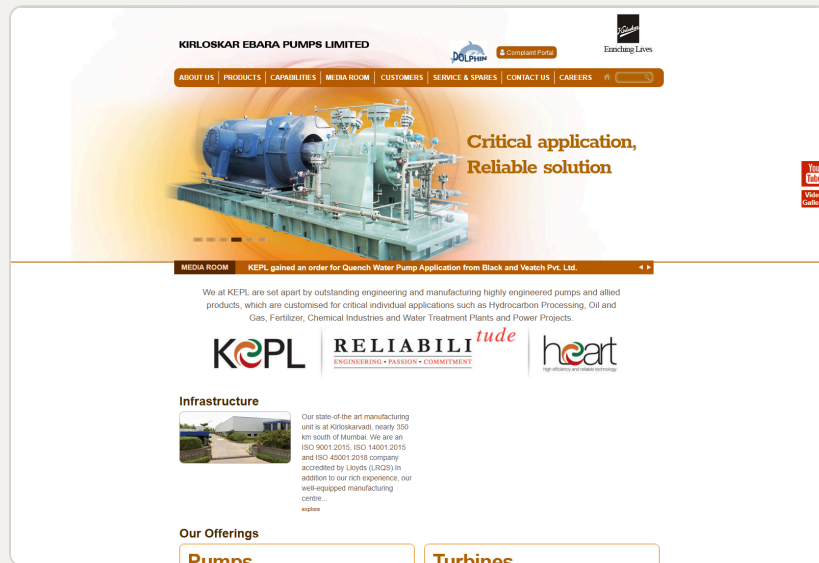
KEPL

Kirloskar Ebara Pumps Limited — a 1988 Kirloskar–Ebara joint venture in Pune engineering API and non-API pumps and steam turbines for oil & gas, petrochemical, fertiliser, power and water treatment.

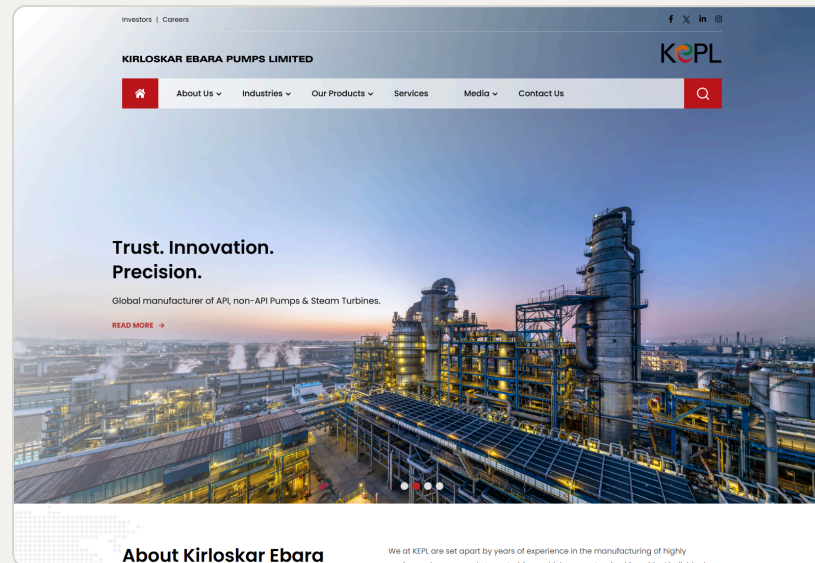
From a Legacy Industrial Website to a Modern Digital Experience

The old KEPL website had a dated visual design with a compact navigation structure, limited content hierarchy, and product information presented through basic sections such as Infrastructure, Pumps, and Turbines. The redesigned website transforms this legacy experience into a modern, responsive platform with structured product and industry navigation, improved search, stronger visual communication, and richer corporate content. The new experience makes it easier for customers and industry professionals to discover products, explore applications, access services and downloads, and connect with KEPL.

BEFORE



AFTER



Built fast, built to scale

8 Wks

Development time

5

Developers on the build

7+ yrs

Avg. team experience

• BEFORE

- The website had a dated visual style with a fixed-width layout, small typography, heavy borders, and limited visual hierarchy. The homepage relied heavily on a large banner and basic content boxes.
- The navigation was limited to sections such as About Us, Products, Capabilities, Media Room, Customers, Service & Spares, Contact Us, and Careers, requiring users to navigate through a relatively flat structure.
- The homepage mainly introduced Pumps and Turbines through two basic content blocks, with limited product-level visibility.
- There was no prominent dedicated search experience in the old website, so users had to manually browse through the navigation and pages to find specific information.
- Industry applications were mentioned within the homepage content, but there was no strong dedicated industry-based discovery experience.
- Corporate information was presented primarily through basic sections such as infrastructure and company information, with limited storytelling.
- Service and spare information was available as a navigation item, but the old homepage provided limited visibility into the breadth of support offered.
- The old website had a relatively flat structure where important product, industry, service, and corporate information was distributed across a limited number of sections.

• AFTER

- The redesigned website uses a modern, responsive interface with stronger visual hierarchy, larger content sections, contemporary layouts, imagery, statistics, cards, and clear CTAs for a more professional industrial brand experience.
- The new architecture clearly separates About Us, Products, Industries, Services, Media, Downloads, Careers, Investors, and Contact, making the extensive website content easier to explore.
- The new website provides dedicated Pumps and Steam Turbines sections and presents KEPL's API and non-API product portfolio in a much more structured way. Product catalogues and individual product information are also easier to access.
- A dedicated Search functionality has been introduced, allowing users to quickly locate relevant products, services, industries, resources, and website content instead of manually navigating through multiple sections.
- The redesigned website provides dedicated industry sections for Oil & Gas, Petrochemicals, Fertilizers, Power, Water Treatment, and Process Industries, helping users find solutions relevant to their sector.
- The new website provides dedicated experiences for KEPL's heritage, vision and mission, leadership, awards, CSR, manufacturing capabilities, global presence, and corporate profile, creating a stronger brand and credibility story.
- The redesigned platform presents a comprehensive services experience covering installation and commissioning, troubleshooting, maintenance, training, energy audits, condition monitoring, spares, reverse engineering, retrofits, and more. Downloads are also organised into catalogues, corporate information, testimonials, and customer approvals.
- The new website uses dedicated product, industry, service, corporate, resource, and news/event pages, creating a deeper and more organised content architecture that improves usability, discoverability, and the foundation for SEO.

CLIENT 3 / 13

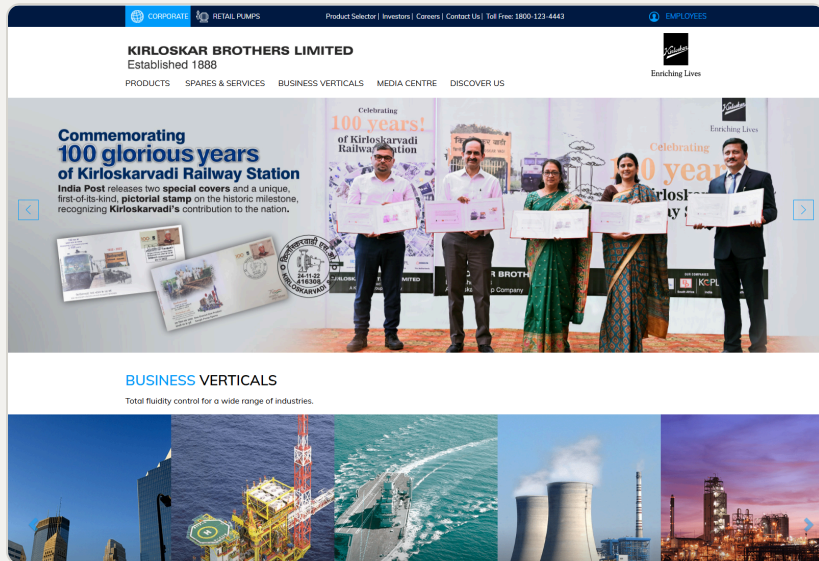
Kirloskar

Kirloskar Brothers Limited — founded in 1888 and headquartered in Pune, a global leader in fluid management with pumps, valves and turbines serving customers in over 130 countries.

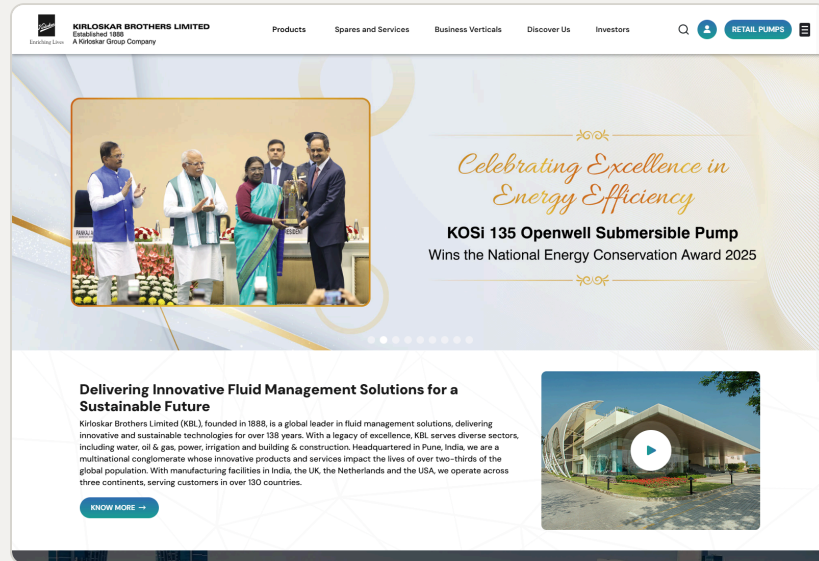
A Smarter, More Connected Fluid Management Experience

The old website presented a vast portfolio of pumps, solutions, industries, and services, but the extensive information could make product and solution discovery difficult. The redesigned website brings a more structured, modern, and intuitive experience with clearer product categorisation, industry-focused solutions, stronger visual hierarchy, and improved navigation. The new experience makes it easier for customers, engineers, and industry professionals to explore products, applications, services, capabilities, and KBL's engineering expertise.

BEFORE



AFTER



Built fast, built to scale

8 Wks

Development time

6

Developers on the build

9+ yrs

Avg. team experience

● THE CHALLENGE

- The large product portfolio and multiple pump categories made it difficult to quickly identify the right product.
- Users had to navigate through extensive information to find solutions relevant to their specific industry.
- The content-heavy experience made important products, solutions, and business information less prominent.
- Technical product and engineering information could be overwhelming for users unfamiliar with pump terminology.
- Finding a specific pump, valve, application, or industry solution required considerable browsing.
- KBL's extensive history, engineering capabilities, manufacturing strength, and global presence were not communicated as effectively through the overall digital experience.
- The old website did not have a dedicated search option, so users had to manually browse through different product, application, and information sections to find what they were looking for.
- The extensive product and industry content had significant potential but required stronger information architecture to improve search discoverability.

● WHAT WE BUILT

- Products are organised by Product Type, Market, and Application, creating a clearer and more efficient product discovery experience.
- Dedicated business verticals help users quickly explore solutions for Building & Construction, Irrigation, Marine & Defence, Oil & Gas, Power, Process Industry, Retail Pumps, Valves, and Water Resource Management.
- A cleaner interface, stronger visual hierarchy, structured sections, and prominent CTAs create a more modern and intuitive browsing experience.
- Product pages and solution sections present applications, benefits, capabilities, and technical information in a more structured format.
- Structured product categories, market/application-based discovery, featured products, and dedicated industry pages make relevant solutions easier to find.
- Dedicated Discover Us, heritage, capabilities, manufacturing, quality, awards, and corporate sections communicate KBL's engineering expertise and long-standing credibility more effectively.
- A dedicated Search functionality has been introduced, allowing users to quickly search for products, solutions, applications, services, and other relevant information, significantly improving content discoverability and reducing navigation effort.
- Dedicated product, application, industry, service, and solution pages create a stronger SEO foundation, allowing search engines and users to discover highly specific pump and fluid-management solutions more easily.

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid ads.

250–400

New followers

15,000–25,000

Avg. monthly reach

3%–4%

Engagement rate

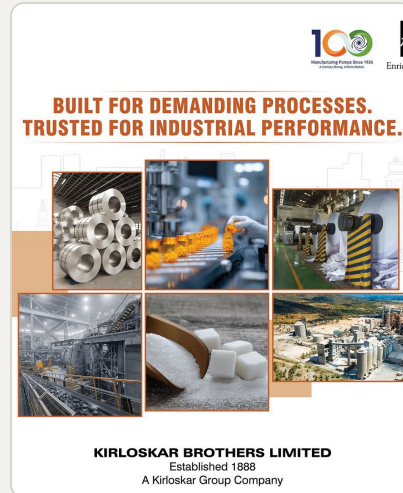


SUBMERSIBLE CONTROL PANEL
Protects your pump from costly motor failures.

CONTROL PANEL FOR SUBMERSIBLE PUMP
Single Phase

OSKAR BROTHERS LIMITED
Established 1888
A Kirloskar Group Company

Always buy pumps with  and  logos on pack



**BUILT FOR DEMANDING PROCESSES.
TRUSTED FOR INDUSTRIAL PERFORMANCE.**

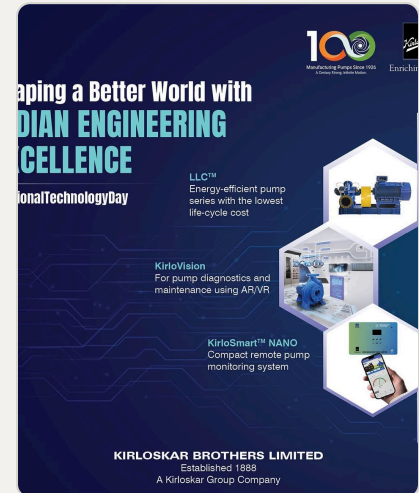
KIRLOSKAR BROTHERS LIMITED
Established 1888
A Kirloskar Group Company



**LIVERING PRECISE
FLOW CONTROL**

's 1600 mm sluice valves
able efficient water
management at one of
a's leading steel plants

KIRLOSKAR BROTHERS LIMITED
Established 1888
A Kirloskar Group Company



**Shaping a Better World with
INDIAN ENGINEERING
EXCELLENCE**

International Technology Day

LLC™
Energy-efficient pump
series with the lowest
life-cycle cost

KirtoVision
For pump diagnostics and
maintenance using AR/VR

KirtoSmart™ NANO
Compact remote pump
monitoring system

KIRLOSKAR BROTHERS LIMITED
Established 1888
A Kirloskar Group Company

CLIENT 4 / 13

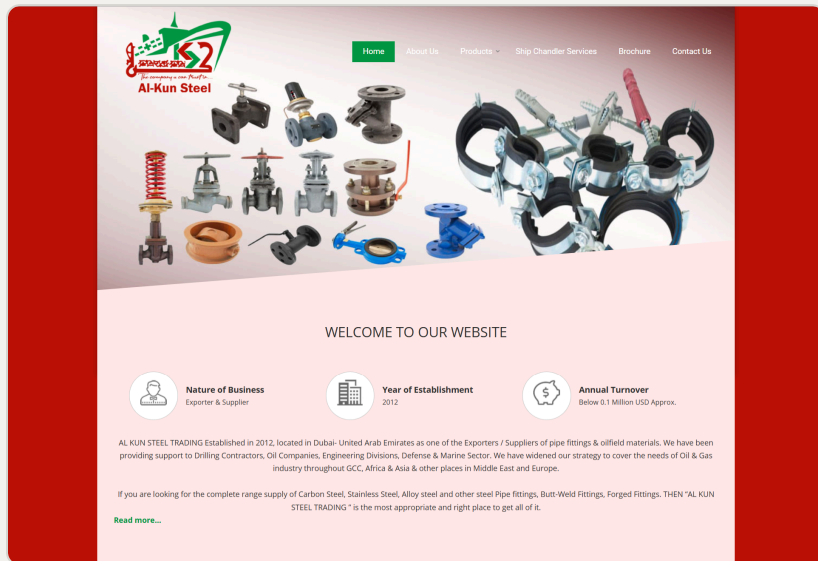
Alkun Steel

Al Kun Steel Trading — a Dubai-based exporter and supplier of pipe fittings and oilfield materials since 2012, stocking carbon, stainless and alloy steel across the GCC, Africa, Asia and Europe.

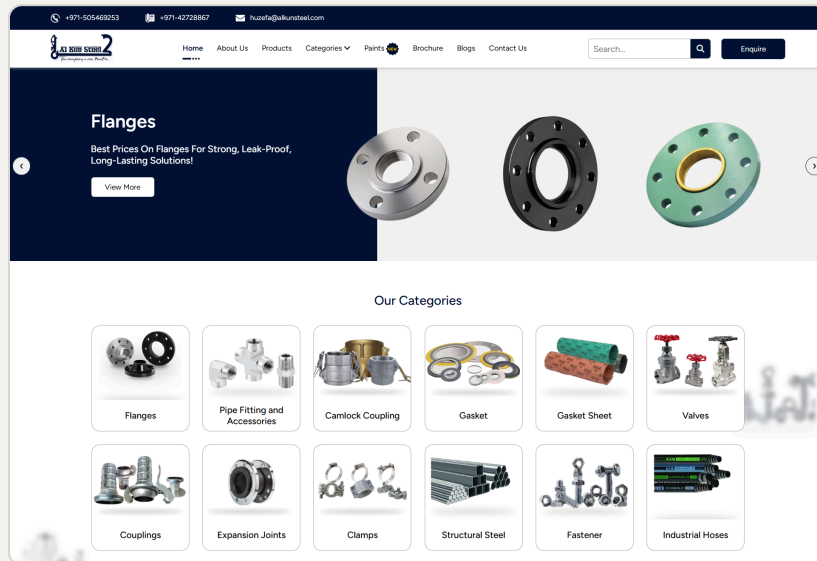
From a basic product showcase to a powerful industrial platform

Al Kun Steel's previous website provided basic information about the company and its products but lacked the depth, structure, and professional presentation needed for a growing industrial supplier. We redesigned and rebuilt the platform in Laravel with a modern product-led experience, stronger SEO flexibility, hyperlocal functionality, and richer content sections, transforming the website into a scalable digital platform designed to improve product discovery and reach customers across multiple markets.

• BEFORE



• AFTER



Built fast, built to scale

10 Wks

Development time

5

Developers on the build

9+ yrs

Avg. team experience

• BEFORE

- **Basic product showcase** — the website presented a limited selection of products with minimal categorization and product discovery options.
- **Outdated visual design** — the older interface used a dated layout and visual style that did not reflect the scale and professionalism of the business.
- **Limited navigation** — the product range and company information were presented through a simple structure, making deeper content harder to explore.
- **Minimal customer engagement** — limited enquiry touchpoints and content made it harder to guide visitors toward taking action.
- **No rich content ecosystem** — there were limited sections for industries, latest products, news, events, customer reviews, and other trust-building content.
- **Limited SEO & location targeting** — the platform lacked the flexibility to create targeted pages and expand visibility across different countries and regions.

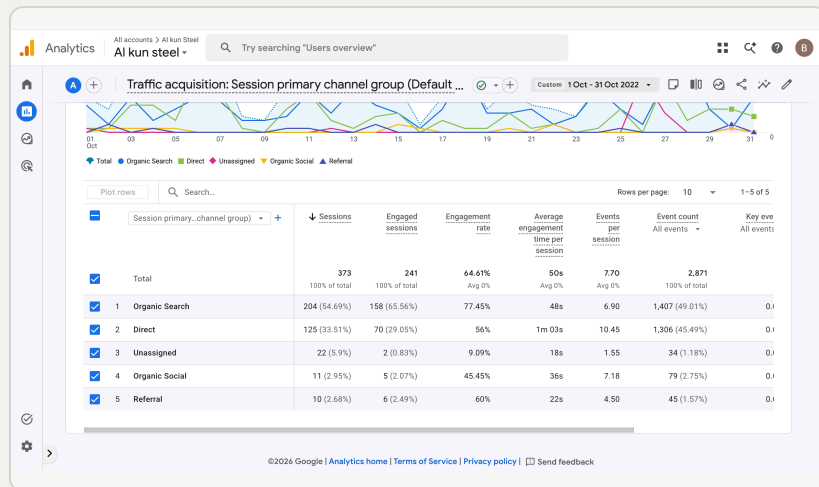
• AFTER

- **Modern industrial eCommerce experience** — redesigned the website with a professional visual system that better represents Al Kun Steel's scale and expertise.
- **Comprehensive product discovery** — introduced structured categories, product listings, featured products, new arrivals, and dedicated product pages for easier browsing.
- **Industry-focused navigation** — added dedicated industry sections covering sectors such as construction, civil, fabrication, fire fighting, and electromechanical industries.
- **Stronger lead generation** — added prominent enquiry CTAs and strategically placed enquiry opportunities throughout the product and content journey.
- **Rich content & trust sections** — introduced company information, quality assurance, video content, news & events, statistics, and customer reviews to strengthen credibility.
- **Laravel + advanced SEO architecture** — rebuilt the platform in Laravel with greater SEO flexibility and custom hyperlocal functionality, helping expand Google visibility across targeted countries and states.

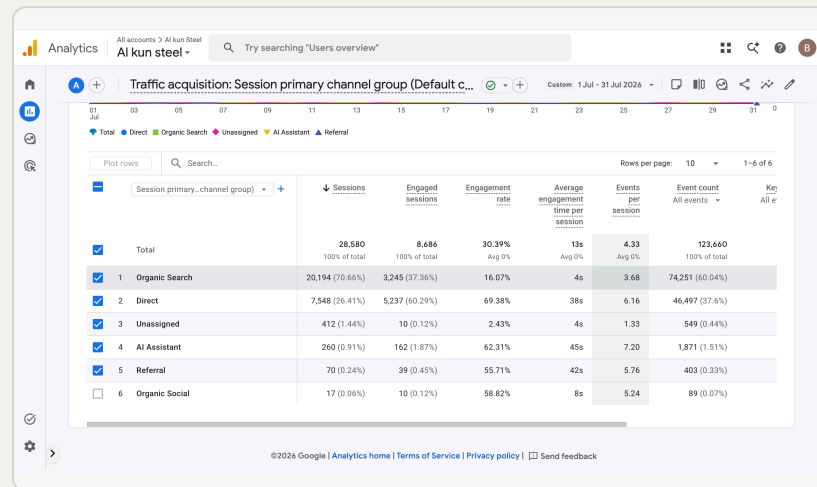
A ~76x lift in traffic, organic-led

Dubai-based exporter and supplier of pipe fittings, flanges, valves, hydraulic fittings and structural steel for the oil & gas, construction and marine industries. Organic search has become the dominant source of traffic to the site, with overall visits and organic sessions both climbing sharply since work began.

BEFORE



AFTER



70.66%

Organic share of traffic

~99x

Organic sessions growth

16.07%

Organic engagement rate

28,580/mo

Total sessions

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid ads.

15–35

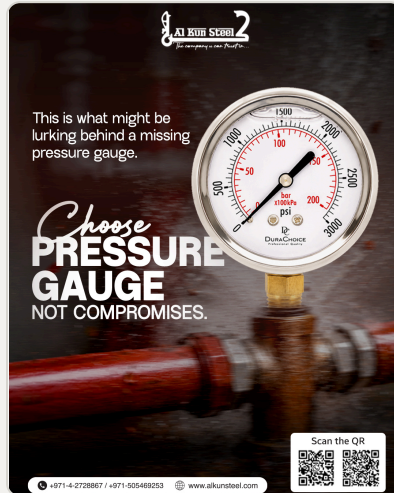
New followers

1,200–2,000

Avg. monthly reach

2.5%–3.5%

Engagement rate



AI KUN STEEL 2
The company is on Profile

This is what might be lurking behind a missing pressure gauge.

Choose
PRESSURE GAUGE
NOT COMPROMISES.

Scan the QR

+971-4-2728867 / +971-505469253 | www.alkunsteel.com



AI KUN STEEL 2
The company is on Profile

Vibrant Walls.
Effortless Finish

JOTUN FENOMASTIC
Pure Colour Enamel Gloss 18L delivers a durable, longlasting finish with excellent colour retention and a smooth surface.

Scan the QR

+971-4-2728867 / +971-505469253 | www.alkunsteel.com



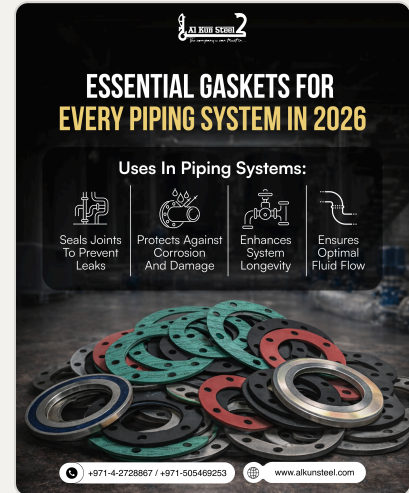
AI KUN STEEL 2
The company is on Profile

One Gauge To Rule Them All

- Accurate Readings
- Industrial Grade
- Reliable Performance

Scan the QR

+971-4-2728867 / +971-505469253 | www.alkunsteel.com



AI KUN STEEL 2
The company is on Profile

ESSENTIAL GASKETS FOR EVERY PIPING SYSTEM IN 2026

Uses In Piping Systems:

- Seals Joints To Prevent Leaks
- Protects Against Corrosion And Damage
- Enhances System Longevity
- Ensures Optimal Fluid Flow

Scan the QR

+971-4-2728867 / +971-505469253 | www.alkunsteel.com

Reliable, connected infrastructure

99.9%

Uptime

2.8s

LCP

6.2s

Fully page load

71%

Performance

B

Grade

82%

Structure

CLIENT 5 / 13

Ferra

Ferra Italia — an Italian-inspired brand bringing refined, design-led products to the UAE market.

Ferra Italia Digital Experience: From Complex Information to Clear Solutions

The existing Ferra Italia website presented its industrial products and company information but needed a more modern, structured, and user-focused digital experience. The challenge was to simplify product discovery, improve navigation, and communicate the company's engineering capabilities more effectively. We built a cleaner and more engaging website with improved content hierarchy, intuitive navigation, product-focused sections, and a stronger digital brand presence.

● AFTER



Built fast, built to scale

7 Wks

Development time

5

Developers on the build

6+ yrs

Avg. team experience

• **THE CHALLENGE**

- Product information needed to be easier for customers to understand and explore.
- Users needed a simpler way to move between products, solutions, company information, and services.
- The previous interface provided limited visual emphasis on the products and their premium design characteristics.
- Product information needed to be presented in a more engaging and accessible manner.
- The website needed to communicate a stronger and more professional brand identity.
- The website needed to provide a consistent experience across different screen sizes.

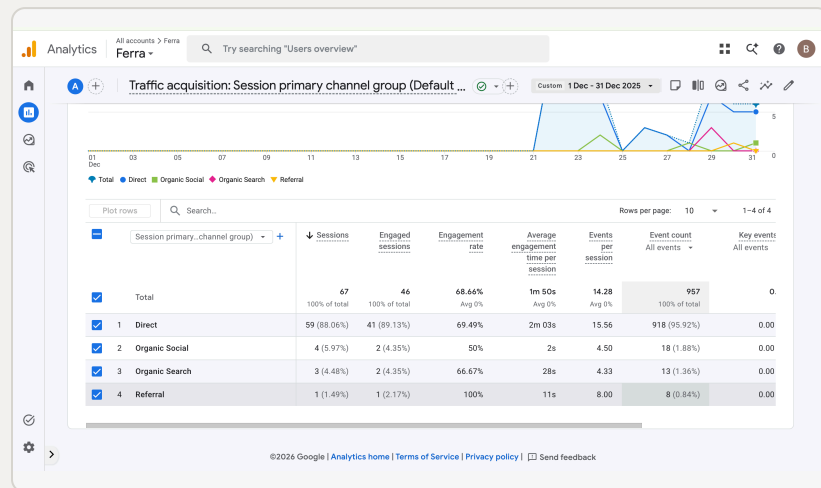
• **WHAT WE BUILT**

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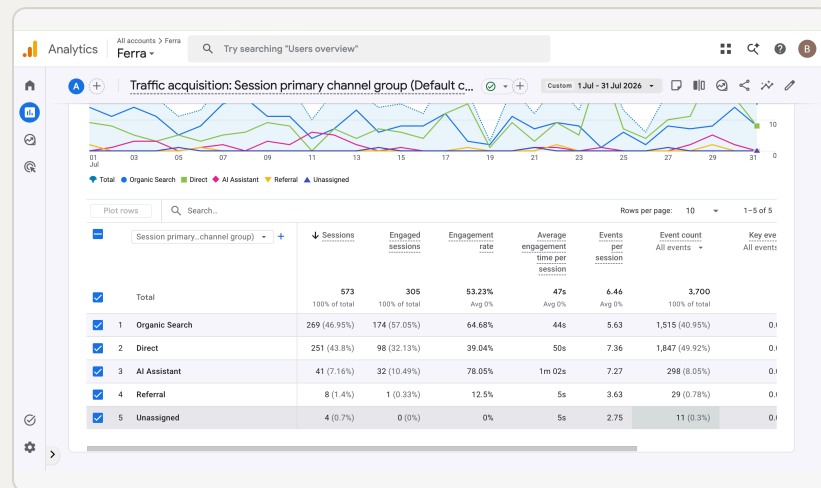
Organic search from a standing start

Dubai-based supplier of premium Italian door hardware — handles, hinges, stoppers and glass fittings — for residential, commercial and architectural projects. Organic search traffic has grown substantially and now makes up a much larger share of total sessions than before.

BEFORE



AFTER



46.95%

Organic share of traffic

~90x

Organic sessions growth

64.68%

Organic engagement rate

573/mo

Total sessions

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.

Mentioned results are organic without any paid ads.

5–8

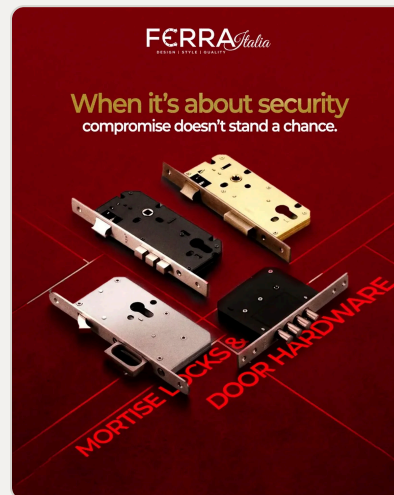
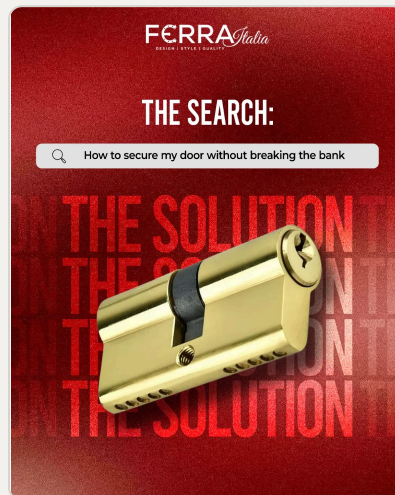
New followers

400–650

Avg. monthly reach

0.3%–1.0%

Engagement rate



Reliable, connected infrastructure

99.9%

Uptime

3.1s

LCP

6.1s

Fully page load

81%

Performance

A

Grade

86%

Structure

CLIENT 6 / 13

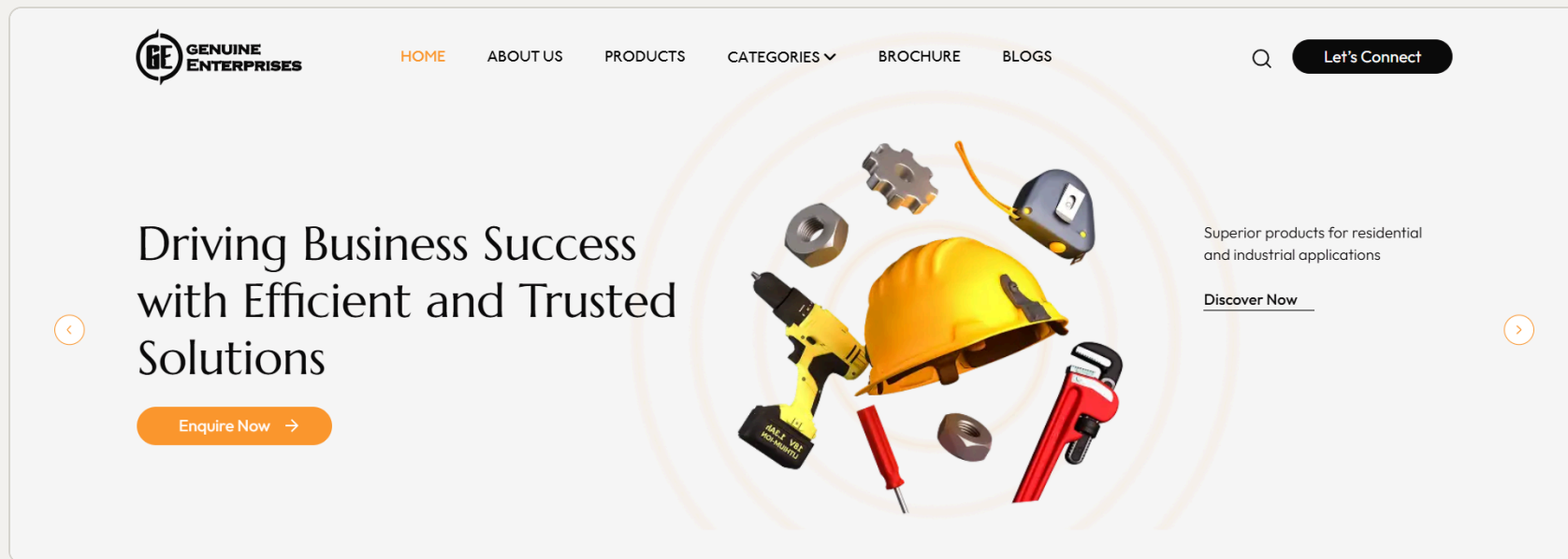
Genuine Enterprises

Genuine Enterprises — a Kolkata-based supplier of fasteners, material handling products and cutting tools, serving construction, irrigation, marine, oil & gas, power and water resource industries.

Building a digital foundation for industrial solutions

Genuine Enterprises needed its first digital presence to showcase its extensive range of fasteners, material handling equipment, cutting tools, and engineering products. We built a high-performance Laravel website from the ground up, supported by a custom CMS and SEO-ready architecture, creating a professional platform that makes industrial products easier to discover while providing a clear path for customer enquiries.

● AFTER



Built fast, built to scale

10 Wks

Development time

4

Developers on the build

7+ yrs

Avg. team experience

• THE CHALLENGE

- **No existing digital presence** — needed a professional website to establish its presence in the digital market.
- **Large product portfolio** — a diverse range of industrial products required a clear and scalable structure for product discovery.
- **Complex product information** — technical products needed to be presented in a simple and organized manner for potential customers.
- **SEO requirements** — the new platform needed a strong technical foundation with flexibility for future search optimization.
- **Lead generation** — the website needed to turn product interest into direct customer enquiries.
- **Content management** — the internal team needed an easy way to manage products and website content without depending entirely on developers.

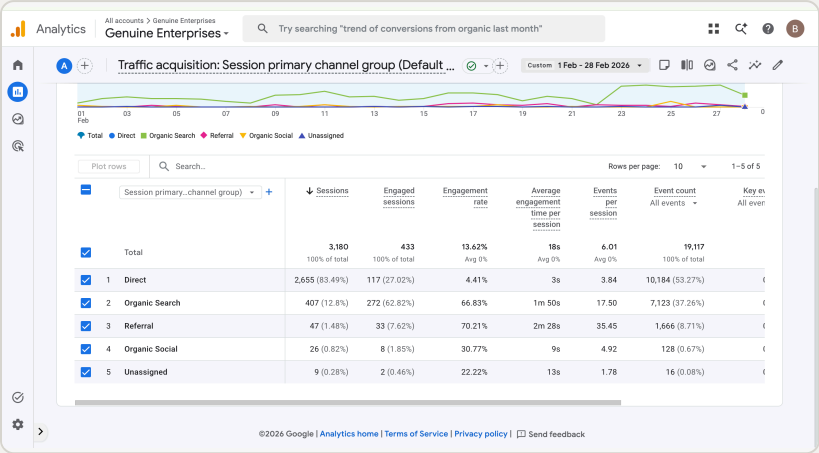
• WHAT WE BUILT

- **Laravel-powered website** — developed the complete website from scratch using Laravel for performance, flexibility, and scalability.
- **Custom CMS** — created a dedicated CMS that allows the team to manage products, categories, pages, and website content efficiently.
- **SEO-ready architecture** — implemented flexible control over URLs, metadata, page content, and other key SEO elements.
- **Structured product catalogue** — organized the extensive industrial product range into intuitive categories for easier discovery.
- **Conversion-focused enquiry system** — introduced clear enquiry touchpoints throughout the website to help convert product interest into leads.
- **Responsive industrial website** — created a professional, mobile-friendly experience that establishes credibility and works seamlessly across devices.

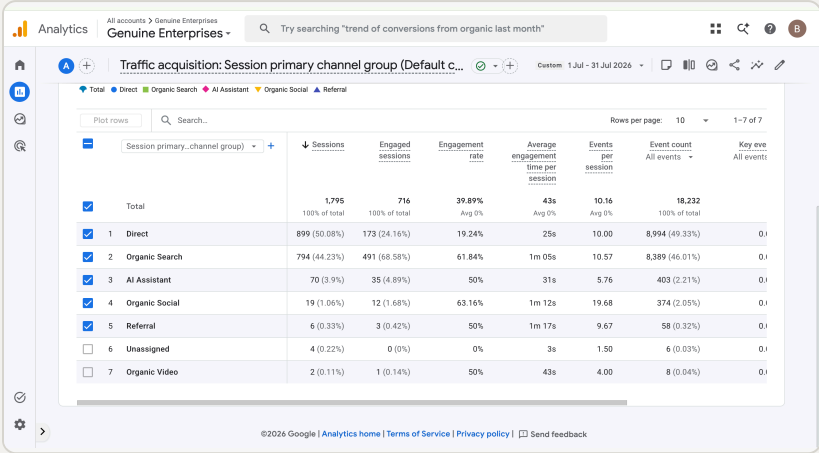
Organic sessions nearly double

Kolkata-based industrial hardware supplier with 50+ years in business, covering fasteners, material handling equipment and cutting tools for construction, oil & gas, marine and power sectors. Organic search sessions have nearly doubled, and engagement rate has improved dramatically — a clear sign of higher-quality, more relevant traffic.

BEFORE



AFTER



44.23%

Organic share of traffic

+95%

Organic sessions growth

61.84%

Organic engagement rate

1,795/mo

Total sessions

Reliable, connected infrastructure

99.9%

Uptime

1.5s

LCP

1.3s

Fully page load

73%

Performance

B

Grade

90%

Structure

CLIENT 7 / 13

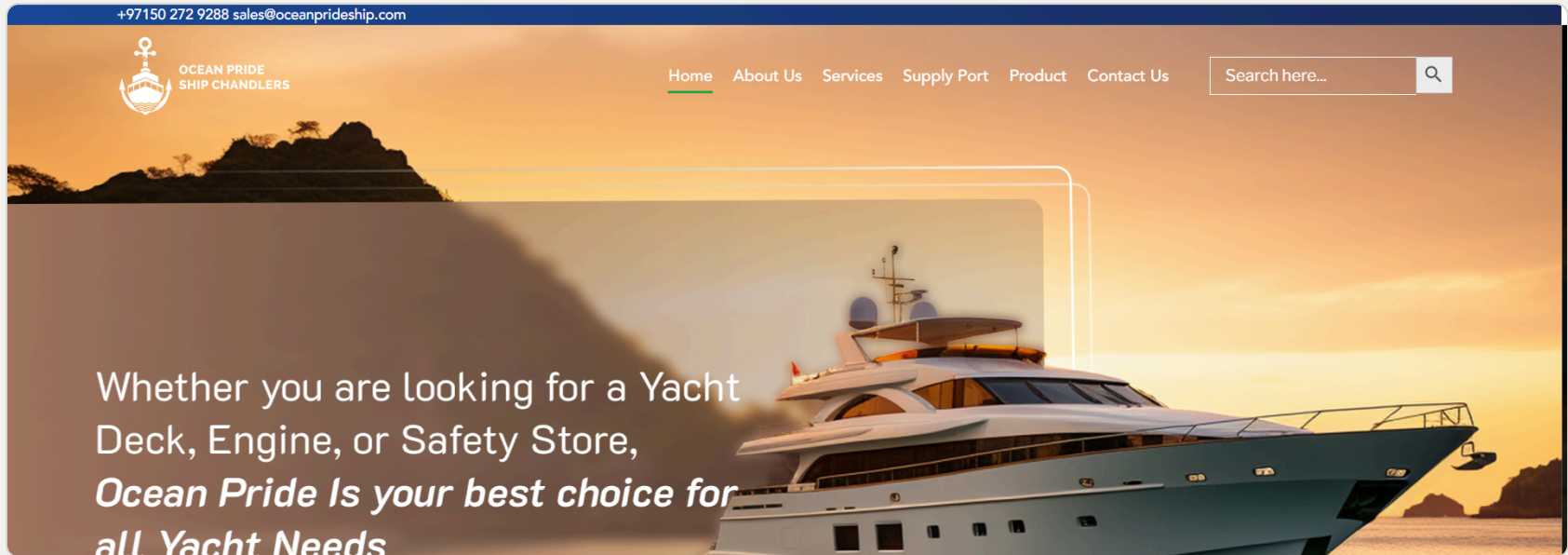
Ocean Pride Ship Chandlers

Ocean Pride — a UAE maritime services company established in 2013, supplying ship stores, spare parts and technical marine brands across every major UAE port.

Building a digital presence for the maritime industry

Ocean Pride Ship needed its first professional digital platform to establish its online presence and communicate its maritime services and capabilities to potential clients. We built a modern, responsive website from the ground up, creating a structured service experience that presents the company's expertise clearly while providing visitors with an easy path to explore services and make enquiries.

● AFTER



Built fast, built to scale

12 Wks

Development time

2

Developers on the build

5+ yrs

Avg. team experience

• THE CHALLENGE

- **No dedicated website** — the company lacked a central digital platform to present its services and capabilities.
- **Limited online visibility** — potential clients had no comprehensive online destination to discover Ocean Pride Ship.
- **No structured service presentation** — maritime services and capabilities were not organized into an easily accessible digital experience.
- **Limited lead opportunities** — there was no dedicated online journey for potential clients to explore services and submit enquiries.
- **No digital brand experience** — the company's professional expertise was not represented through a modern online presence.

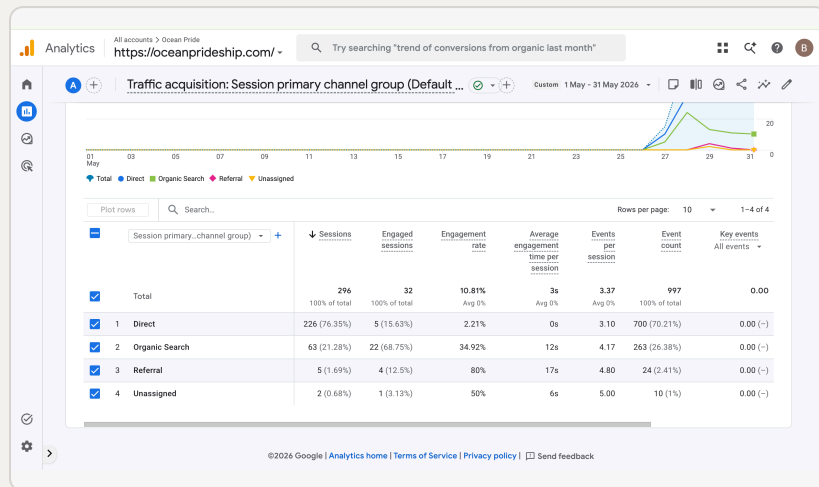
• WHAT WE BUILT

- **Professional maritime website** — created a modern digital platform that establishes Ocean Pride Ship's online presence.
- **Structured service experience** — organized the company's maritime services and capabilities into clear, easy-to-navigate sections.
- **Professional UI/UX** — developed a clean, industry-focused design that communicates credibility and expertise.
- **Enquiry-focused journey** — added clear contact and enquiry touchpoints to help convert website visitors into potential clients.
- **Responsive platform** — built a mobile-friendly experience that works seamlessly across desktop, tablet, and mobile devices.
- **Scalable digital foundation** — created a platform that can grow with additional services, company information, projects, and industry content.

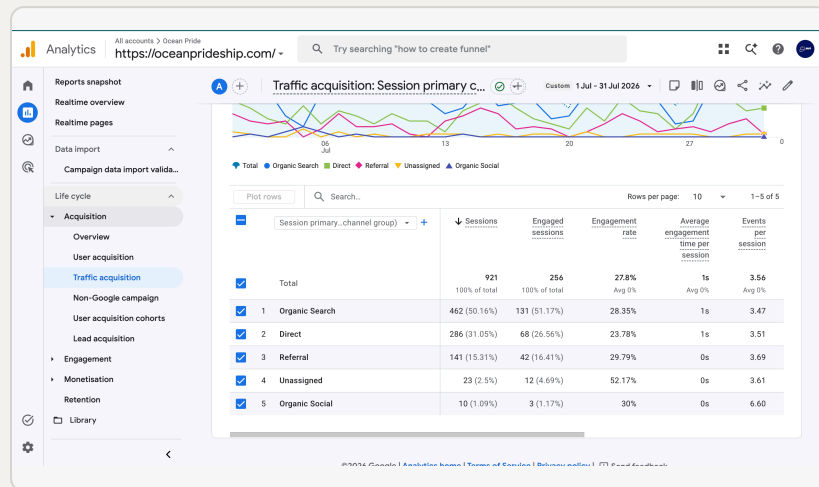
Sharp growth, organic-led

UAE maritime services company supplying ship stores, spare parts and technical maritime brands across ports throughout the UAE. Traffic has grown sharply in a short span, driven largely by a strong lift in organic search visits and engaged sessions.

BEFORE



AFTER



50.16%

Organic share of traffic

+633%

Organic sessions growth

28.35%

Organic engagement rate

921/mo

Total sessions

Reliable, connected infrastructure

99.9%

Uptime

2.7s

LCP

2.6s

Fully page load

66%

Performance

B

Grade

71%

Structure

CLIENT 8 / 13

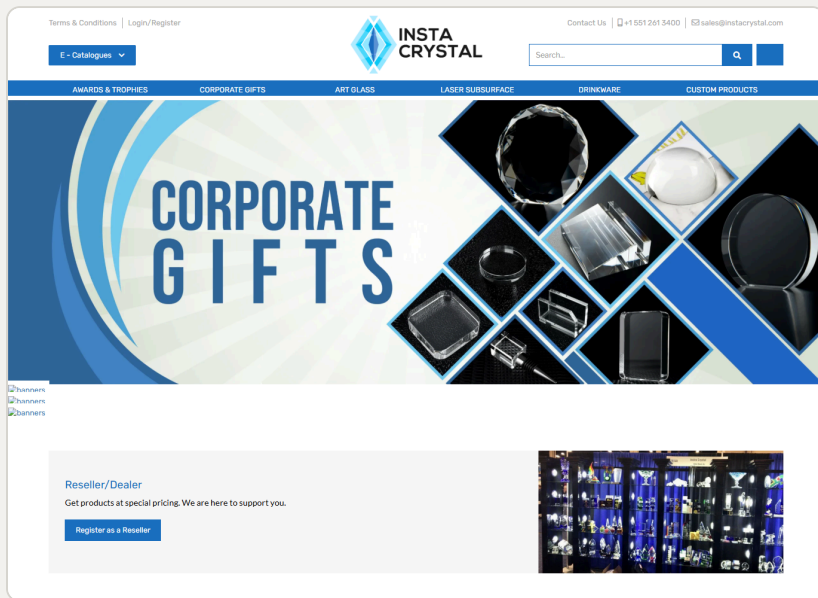
Instacrystal

Insta Crystal — a manufacturer of crystal awards, trophies and corporate gifts, crafting recognition pieces for corporate events and milestones.

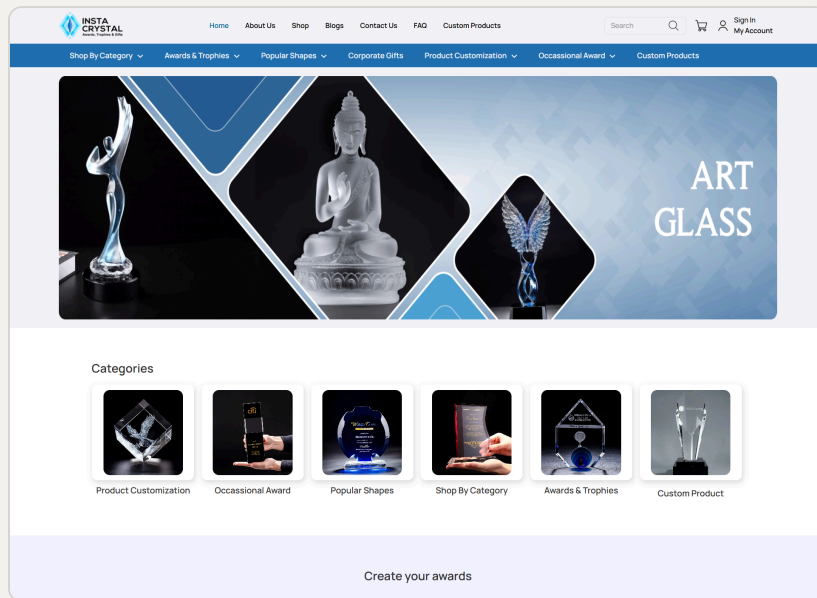
A premium shopping experience built for speed and growth

The original WordPress website delivered the essentials of online shopping but struggled with slow performance, limited scalability, and an outdated design that didn't reflect Instacrystal's premium brand. We rebuilt the platform in React.js with a modern eCommerce experience, faster performance, improved product discovery, and a custom analytics system, creating a storefront that's visually refined, data-driven, and built to scale.

BEFORE



AFTER



Built fast, built to scale

9 Wks

Development time

5

Developers on the build

7+ yrs

Avg. team experience

• BEFORE

- **WordPress-based platform** — performance limitations resulted in slower page loads and reduced responsiveness.
- **Google crawling issues** — inefficient indexing affected the website's search engine visibility.
- **Generic website design** — the storefront lacked the polished look and feel of a premium eCommerce brand.
- **Less intuitive shopping journey** — product discovery and navigation made browsing less engaging.
- **Dependent on Google Analytics** — business reporting relied entirely on third-party analytics with limited operational insights.

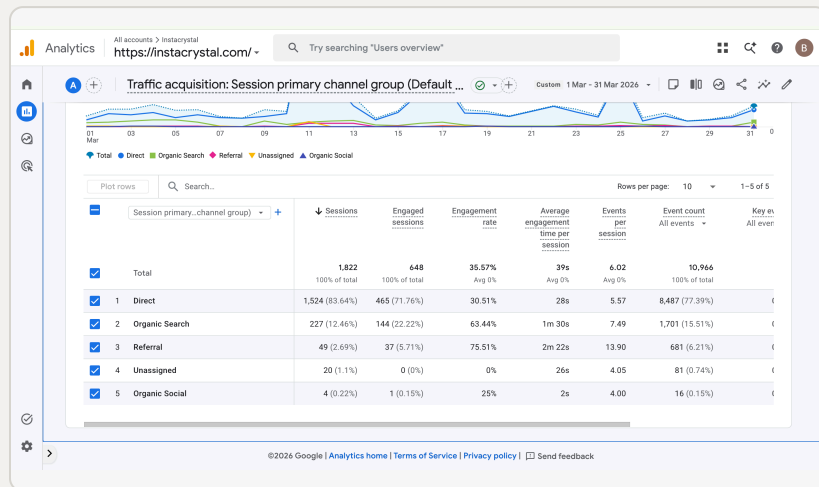
• AFTER

- **React.js eCommerce rebuild** — migrated from WordPress to a modern React.js architecture for a faster, scalable platform.
- **Lightning-fast performance** — significantly improved page speed and overall user experience.
- **Professional online storefront** — redesigned the interface with a premium, eCommerce-focused shopping experience.
- **Improved product discovery** — streamlined navigation and shopping flow help customers find and purchase products more easily.
- **Custom analytics dashboard** — built an in-house analytics system delivering real-time business insights without relying solely on Google Analytics.

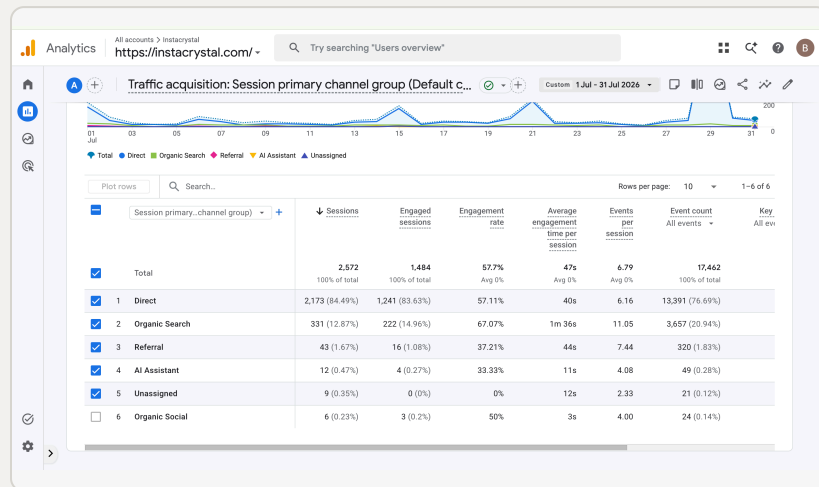
Engagement nearly doubled in four months

US-based e-commerce site selling custom crystal awards and recognition products. Total sessions, organic search sessions and engaged sessions have all grown, alongside a notably higher engagement rate.

BEFORE



AFTER



12.87%

Organic share of traffic

+46%

Organic sessions growth

67.07%

Organic engagement rate

2,572/mo

Total sessions

Reliable, connected infrastructure

99.9%

Uptime

2.8s

LCP

2.8s

Fully page load

61%

Performance

B

Grade

77%

Structure

CLIENT 9 / 13

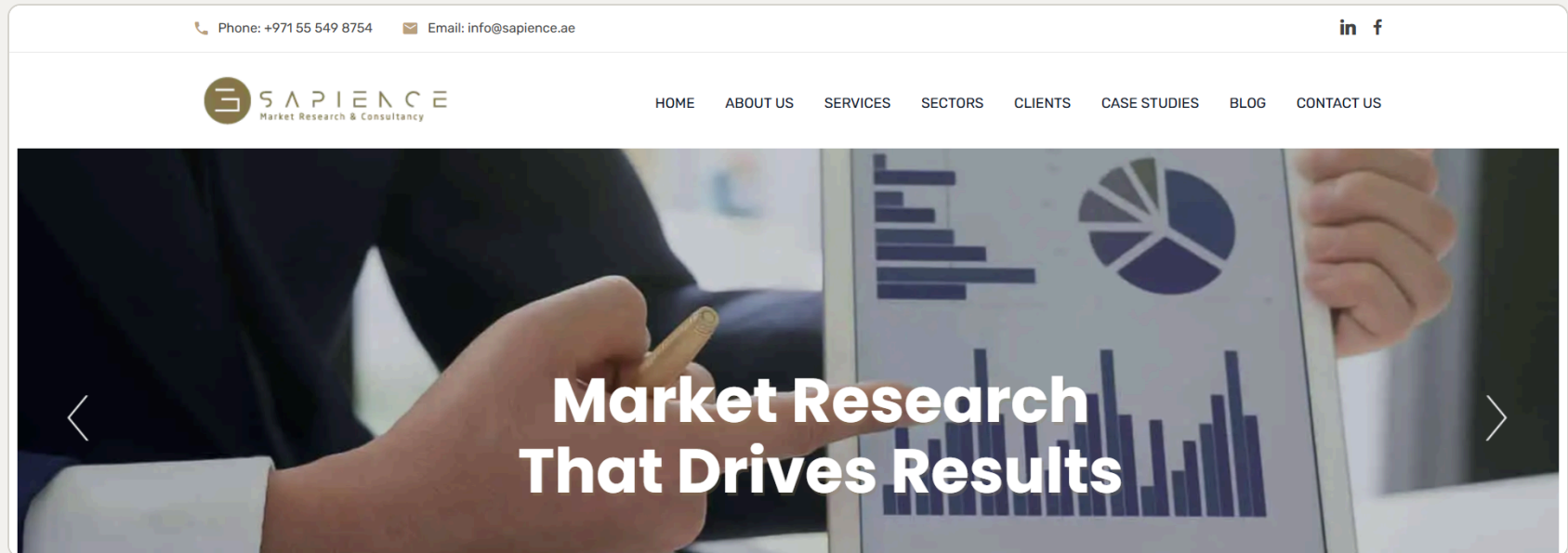
Sapience

Sapience — a Dubai-based market research and advisory firm combining research, data analytics and strategic advisory for brands across the UAE and wider Middle East.

A modern digital presence built around insight and impact

Sapience needed to keep its digital presence aligned with a rapidly evolving professional services landscape while maintaining a secure and reliable platform. As part of an ongoing AMC engagement, we modernized the website's UI/UX, refreshed its visual identity, introduced a sector-focused lead generation solution, and upgraded the platform to create a more contemporary, engaging, and conversion-focused experience.

● AFTER



Built fast, built to scale

6 Wks

Development time

3

Developers on the build

5+ yrs

Avg. team experience

• THE CHALLENGE

- **Outdated visual experience** — the existing interface needed a more modern and professional presentation.
- **Inconsistent visual identity** — the website required a refreshed color system and more cohesive design language.
- **Limited sector-focused lead generation** — there was no dedicated solution to capture leads based on specific industry sectors.
- **Static page experience** — existing sections needed restructuring to better communicate Sapience's expertise and services.
- **Ongoing security and maintenance needs** — the platform required regular security updates and technical upgrades through the AMC.

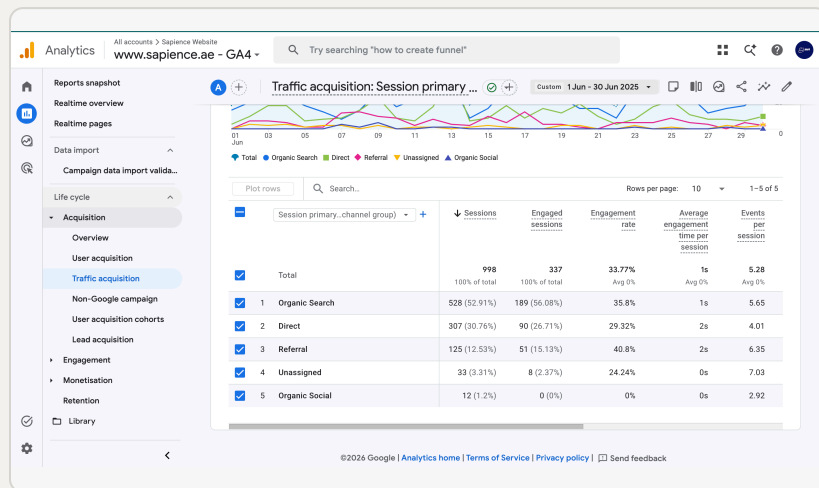
• WHAT WE BUILT

- **Modern UI/UX redesign** — redesigned key pages and sections to create a cleaner, more contemporary experience.
- **Complete visual refresh** — updated the website's theme colors and design elements to strengthen the professional brand identity.
- **Sector Hyperlocal Plugin** — developed a custom plugin designed to generate and capture leads around specific sectors and targeted locations.
- **Modernized content sections** — restructured website sections to improve content presentation and make Sapience's capabilities easier to understand.
- **Security & platform upgrades** — provided ongoing maintenance, security updates, and technical upgrades as part of the AMC engagement.

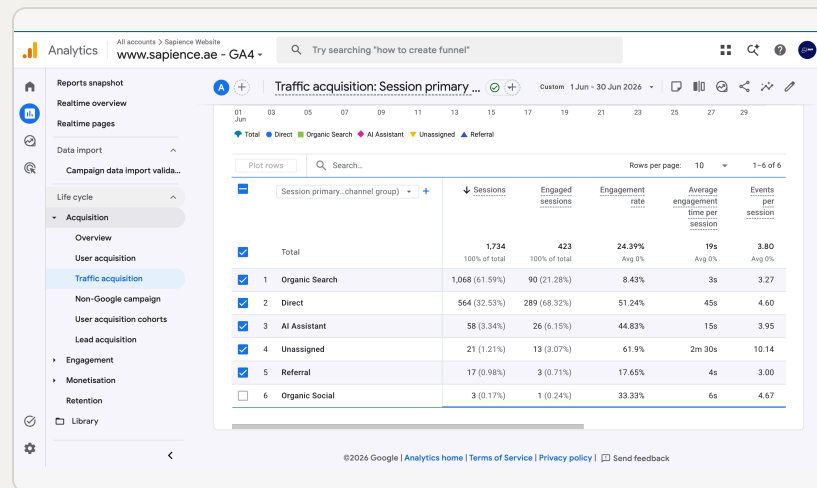
Organic search taking a growing share of traffic

Dubai-based market research and strategic advisory firm serving clients across the UAE and GCC in sectors including automotive, banking, FMCG, healthcare and real estate. Overall sessions and organic search sessions have both grown meaningfully, with organic now accounting for a larger share of total traffic.

BEFORE



AFTER



61.59%

Organic share of traffic

+102%

Organic sessions growth

8.43%

Organic engagement rate

1,734/mo

Total sessions

Reliable, connected infrastructure

99.9%

Uptime

3.8s

LCP

5.4s

Fully page load

60%

Performance

C

Grade

82%

Structure

CLIENT 10 / 13

Hibrid

Hibrid — “Power Behind the Screen”: a MENA infrastructure company since 1999 delivering streaming, managed hosting, CDN, DevOps and cyber security.

Organic traffic up 73% across MENA

UAE-headquartered B2B streaming and media infrastructure company — live streaming, VOD, OTT and hosting — serving clients across MENA. Total sessions and organic search sessions have both grown well, with organic search extending its lead as the top traffic channel.

BEFORE

Analytics Hibrid.io Try searching "top countries by users"

Traffic acquisition: Session primary channel group (Default c... Custom 1 Feb - 28 Feb 2026

	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key All e
Total	34,490 100% of total	15,607 100% of total	44.99% Avg 0%	37s Avg 0%	4.02 Avg 0%	139,591 100% of total	1
1 Organic Search	19,754 (56.94%)	9,299 (59.58%)	47.07%	47s	3.93	77,713 (55.67%)	5,423.0
2 Paid Search	7,568 (21.82%)	3,305 (21.18%)	43.67%	24s	4.06	30,712 (22%)	3,998.0
3 Direct	5,612 (16.18%)	2,355 (15.09%)	41.96%	22s	4.16	23,360 (16.73%)	2,241.0
4 Paid Social	791 (2.16%)	338 (2.17%)	45.01%	26s	4.34	3,263 (2.34%)	382.0
5 Organic Social	564 (1.63%)	281 (1.8%)	49.82%	26s	4.66	2,631 (1.88%)	285.0
6 Unassigned	322 (0.93%)	3 (0.02%)	0.93%	12s	1.24	399 (0.29%)	15.0
7 Cross-network	172 (0.5%)	93 (0.6%)	54.07%	34s	4.53	780 (0.56%)	78.0
8 Referral	102 (0.29%)	53 (0.34%)	51.96%	57s	5.12	522 (0.37%)	53.0
9 Organic Video	40 (0.12%)	19 (0.12%)	47.5%	1m 22s	5.28	211 (0.15%)	27.0

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AFTER

Analytics Hibrid.io Try searching "top countries by users"

Traffic acquisition: Session primary channel group (Default c... Custom 1 Jul - 31 Jul 2026

	sessions	rate	engagement time per session	per session	All events	All
Total	48,246 100% of total	22,334 100% of total	46.29% Avg 0%	43s Avg 0%	3.98 Avg 0%	192,249 100% of total
1 Organic Search	34,172 (70.83%)	16,708 (74.81%)	48.89%	50s	4.00	136,671 (71.09%)
2 Direct	9,283 (19.24%)	3,165 (14.17%)	34.09%	23s	3.74	34,702 (18.05%)
3 Paid Search	2,112 (4.38%)	1,336 (5.98%)	63.26%	52s	4.90	10,340 (5.38%)
4 Organic Social	995 (2.06%)	537 (2.4%)	53.97%	21s	4.95	4,928 (2.56%)
5 Paid Social	878 (1.82%)	382 (1.71%)	43.51%	19s	4.23	3,716 (1.93%)
6 Referral	125 (0.26%)	85 (0.38%)	68%	1m 04s	4.30	537 (0.28%)
7 Organic Video	120 (0.25%)	81 (0.36%)	67.5%	1m 04s	5.64	677 (0.35%)
8 AI Assistant	52 (0.11%)	27 (0.12%)	51.92%	37s	4.46	232 (0.12%)
9 Cross-network	36 (0.07%)	34 (0.15%)	94.44%	1m 14s	7.61	274 (0.14%)
10 Unassigned	23 (0.05%)	2 (<0.01%)	8.7%	2m 09s	7.48	172 (0.09%)

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70.83%

Organic share of traffic

+73%

Organic sessions growth

48.89%

Organic engagement rate

48,246/mo

Total sessions

CLIENT 11 / 13

Tecknotrove

[One line on who Tecknotrove is and what they do.]

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid ads.

10–18

New followers

450–600

Avg. monthly reach

0.3%–1.5%

Engagement rate

Tecknotrove
Defense

Train for
**Dynamic Aerial
Threat** Scenarios



MANPAD Simulators

Precise
today
Perfect
tomorrow

Tecknotrove

Celebrating

25

Years of building technology
for multiple sectors across the globe.

Simulation | AI | Electronics | Robotics

**MADE IN INDIA
FOR THE WORLD**

Thank you to our fantastic team and everyone who has
supported us on this journey so far!

Precise
today
Perfect
tomorrow

Tecknotrove
Industrial



OVERLOADING
LACK OF TRAINING
EXCESSIVE TILT

**PRECISION
TRAINING PREVENTS LOSSES**

SIMULATOR TRAINED OPERATORS
KEEP LOADS SAFE

Precise
today
Perfect
tomorrow

Tecknotrove



**TRAINING TECHNOLOGY FOR
The World's Most
CRITICAL INDUSTRIES**

Tecknotrove Simulation Training Labs
empower industries like Defence, Aviation,
Mining, Automobile and Logistics

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Precise
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tomorrow

CLIENT 12 / 13

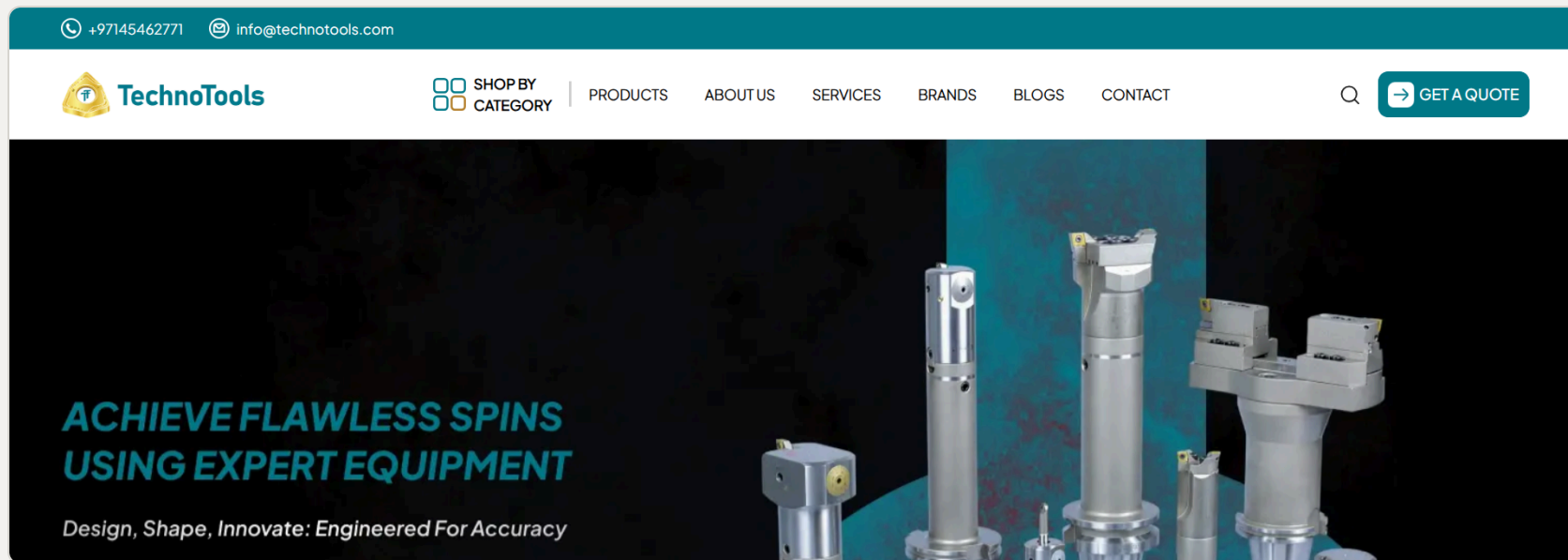
Techno Tools

Techno Tools LLC — founded in 2018 in Dubai, a GCC-wide supplier of precision machine tools and parts, serving oil & gas, aerospace, automotive and general engineering industries.

Industrial tools & equipment supplier

Techno Tools went from having no digital presence at all to a searchable, filterable product catalogue that works around the clock — buyers find products themselves, raise enquiries directly, and the sales team gets a steady, trackable stream of leads. And because the CMS puts the client in control, the website grows with the catalogue instead of aging with it.

● AFTER



Built fast, built to scale

8 Wks

Development time

4

Developers on the build

5+ yrs

Avg. team experience

• THE CHALLENGE

- **No website at all** — Techno Tools had no digital presence, so buyers searching for their products online simply couldn't find them.
- **A catalogue trapped offline** — the product range lived in printed catalogues, PDFs and salespeople's conversations, with no way for a prospective client to browse it independently.
- **Enquiries dependent on existing contacts** — with no online enquiry route, business relied entirely on outbound effort and word of mouth; interested buyers had no path to reach out.
- **No visibility into demand** — no way to know which products buyers were actually looking for.

• WHAT WE BUILT

- **A complete catalogue website on Next.js** — a fast, modern, SEO-ready platform that puts Techno Tools' full product range in front of buyers searching online.
- **Filtering by category and brand** — buyers narrow down a large catalogue to exactly what they need in seconds, instead of scrolling through everything.
- **Product enquiry built into the journey** — every product leads to an enquiry, turning a browsing visitor into a trackable lead.
- **A dedicated CMS for the client's own team** — products, categories and brands are added and updated in-house, with no dependency on developers for routine changes.
- **Lead management inside the CMS** — every enquiry lands in one place where the team can view and act on it, so nothing slips through email.

Reliable, connected infrastructure

99.9%

Uptime

6.99ms

LCP

1.3s

Fully page load

95%

Performance

A

Grade

90%

Structure

CLIENT 12 / 12

SwiftIn

Since 1978, SwiftIn has engineered industrial products and solutions — aluminium profiles, structures, pipe & joint systems, and automation — for manufacturing shop floors across India.

A social presence that sells

The figures mentioned below are a combined count from all social media platforms of the brand.
Mentioned results are organic without any paid ads.

25–40

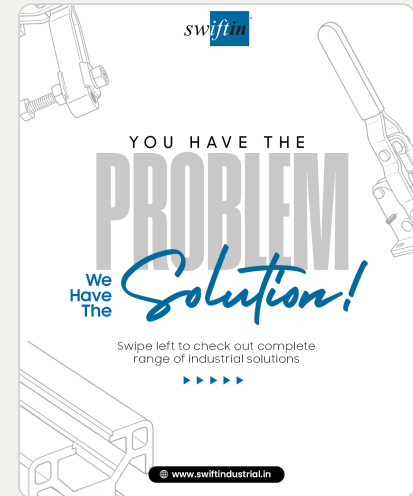
New followers

1,000–1,600

Avg. monthly reach

0.5%–2.0%

Engagement rate



Why industrial brands choose us

- **Industrial specialists**

We know how technical buyers search — specs, applications, certifications and the proof points that shorten evaluation.

- **Built for global buyers**

Multi-market, multi-language delivery for exporters, distributors and OEM partners.

- **One integrated team**

Design, development, SEO and integrations — one accountable partner, zero finger-pointing.

- **Built to convert**

Enquiry flows, catalogue structure and SEO that turn visits into qualified RFQs.



Let's build the next chapter of your digital presence.

Website

hatsoffdigital.com

Email

poke@hatsoff.co.in

Phone

 +91 99232 87864

 +971 50 272 9288