

Accrue SERP: Redefining SEO with an Outcome-Based Approach

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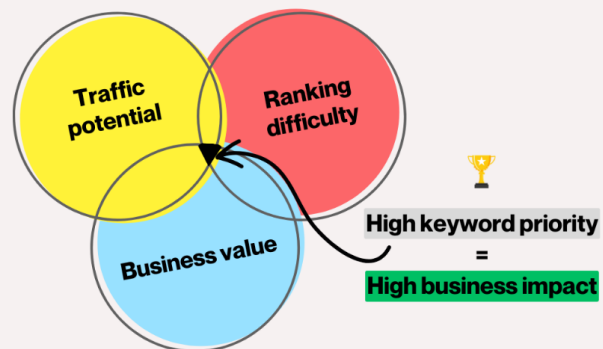
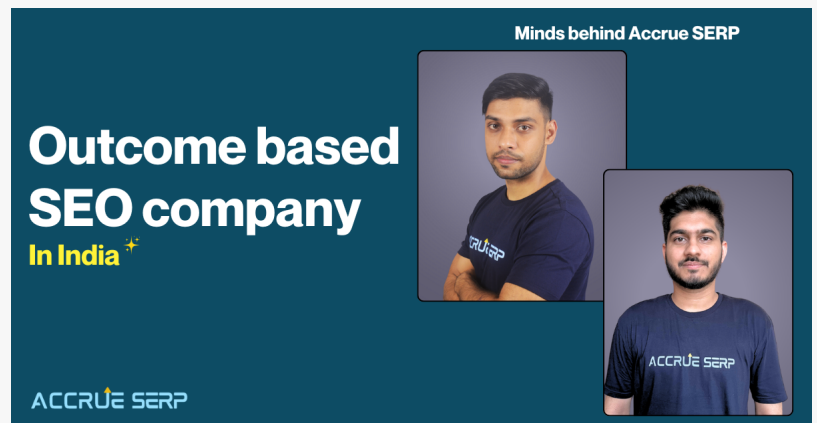
/EINPresswire.com/ -- In a competitive market where many agencies chase traffic metrics, Accrue SERP, a leading [SEO company in India](#), is reshaping the industry by focusing on what truly matters: business outcomes. With a track record of helping over 70 brands across industries generate more than ₹10 crore in revenue, Accrue SERP is proving that SEO can be a powerful engine for growth — not just visibility.

Accrue SERP is led by seasoned experts Himanshu Sharma and Sk Rafiquel Islam. Unlike others, they focus on conversions, sign-ups, and leads rather than just traffic numbers. Their outcome-driven approach helps brands turn search engine visibility into real business results.

The Mission: Turning SEO into a Growth Engine

"We started Accrue SERP with one clear goal — making SEO an outcome-based marketing channel like leads, sign-ups, & conversions rather than chasing site traffic that doesn't add any business value to your bottom line," says Sk Rafiquel Islam, Co-Founder of Accrue SERP.

This vision emerged from years of experience working with clients who were frustrated by SEO agencies delivering impressive traffic numbers but little to no business growth. Accrue SERP sought to change that narrative by aligning SEO strategies with core business objectives.



What Makes Accrue SERP Different?

Unlike many agencies, Accrue SERP goes beyond generic keyword research and traffic-boosting tactics. They developed a proprietary [Keyword Priority Analysis](#) framework that focuses on three essential factors:

Low Ranking Difficulty — Targeting keywords that are realistically achievable

Medium to High Traffic Potential — Ensuring search volume is worth the effort

High Business Value — Prioritizing keywords that can drive leads and sales

This precise keyword strategy ensures that clients don't just rank higher but attract the right audience — people actively looking to buy, subscribe, or engage.

A Full set of SEO Services for Long-Term Success

As a full-service [SEO company in Gurgaon](#), Accrue SERP offers a comprehensive range of services, including:

SEO Monthly Retainer Services: Full-scale planning and execution for ongoing growth

Technical SEO Audits: Identifying issues and growth opportunities with detailed reports

Keyword Research & Strategy: Pinpointing high-impact keywords for business success

Link Building: Earning high-quality, contextual backlinks from authority sites like HubSpot, Forbes, and Inc.

Local SEO & GMB Management: Helping local businesses thrive with optimized Google My Business profiles and location-based strategies

Content Briefs & Strategy: Creating data-driven content guidelines that elevate quality and rankings

Proven Results and Client-Centric Approach

Accrue SERP only takes on clients where they are confident in driving measurable results. They carefully assess factors like product-market fit, search demand, and long-term vision before committing to a project — ensuring businesses get the most out of their SEO investment.

While cheaper SEO services are available, Accrue SERP believes in delivering lasting results. Their monthly retainers start at \$700 (~₹57,000) and can go beyond \$3,000 (~₹2,46,000) depending on project complexity — excluding content creation costs. This investment reflects the agency's dedication to delivering strategies that directly contribute to clients' bottom lines.

Accrue SERP views itself as an extension of its clients' teams. By collaborating closely, the company ensures that its insights lead to meaningful action, helping businesses not just survive but also succeed in their fields.

This commitment to quality has earned them trust and recognition, with brands seeing significant revenue growth within 3-6 months of working with the agency.

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