



## Case Study – Health Care Sector – Digital Marketing

**Client**

*Dr. Bhavatej Enganti*

**Industry:**

*Health Service*

**Strategy:**

*Search Engine Optimization  
Social Media Optimization.*

**Year:**

*December 2017*



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**Challenge:**

Sridevi Fertility is the best fertility hospital in Hyderabad, established in 1980. It uses advanced technologies in the field of fertility, best fertility treatments like IVF, IUI and ICSI and are introduced to couples aspiring for parenthood. It is one among the top 3 fertility clinics in Hyderabad. Sridevi Fertility has approached Samskriti Business Solutions to make its web appearance effective through SEO & SMO services.

**Key Focus:**

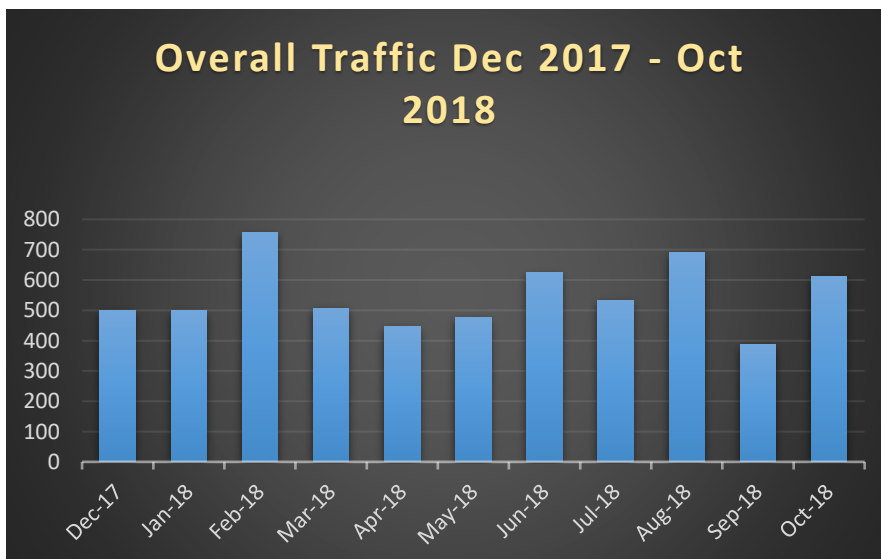
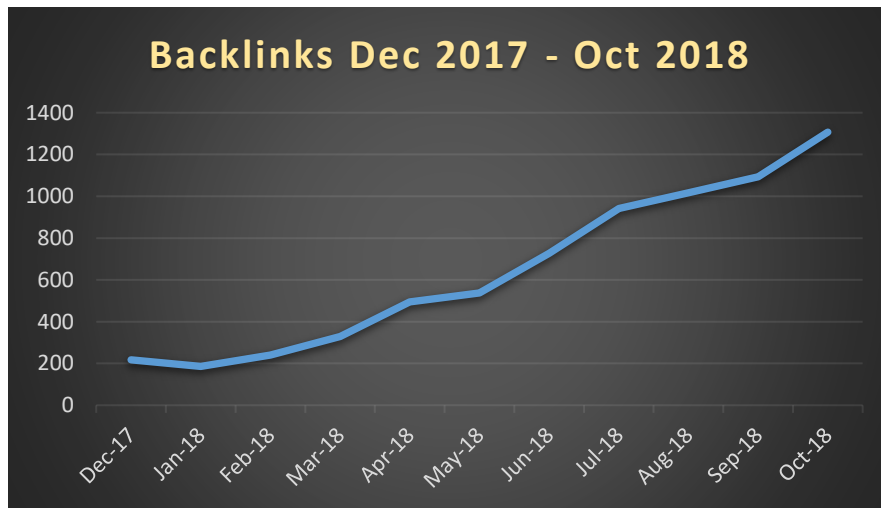
Increasing web traffic, brand awareness, enhancing ranking positions and getting registrations and appointments for Sridevi Fertility.

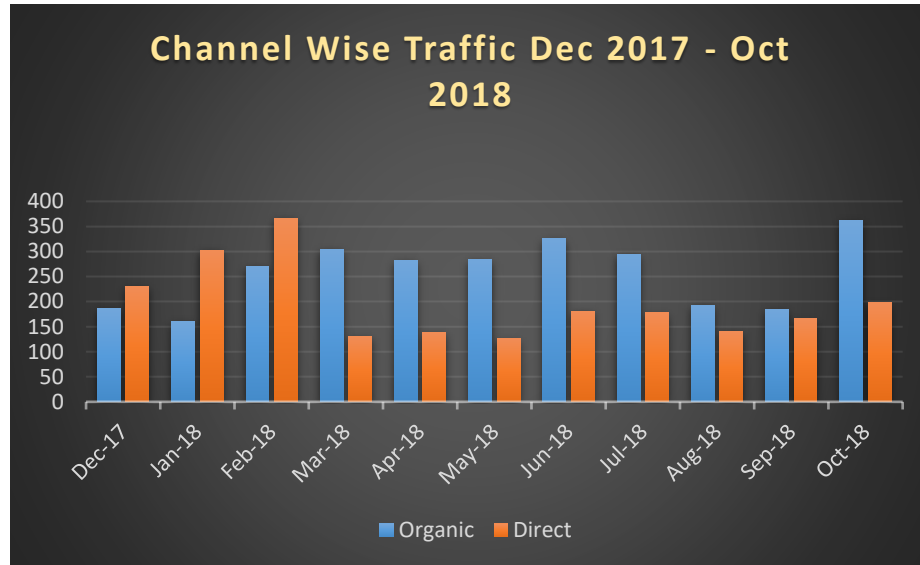
**Solutions:**

- Project started from December 2017, initially we have analyzed and worked on page activities site and rectifies the errors on the website. We have started generating good traffic with unique visitors from different channels through our online marketing efforts.
- Initially, we have targeted 50 main keywords in our on page and off page activities. Slowly keyword positions started improving in google search and few of them are in first page search result of google.
- Presently, 10 main keywords are ranking in google map listings and 17 keywords are ranking in google 1<sup>st</sup> page.
- With our regular efforts, improved DA & PA of the website. In December DA & PA was 14 & 20 respectively, in October-2018 it has been increased to DA-32 PA-36.
- Improved backlinks to the site. In December-17 there are 218 back links from 32 unique domains in October-18 they have increased to 1,307 back links from 235 unique domains.
- With regular optimizations, improved the Alexa Rank of the website. In December-17 the Alexa rank was 10,068,215, and in November -18 the Alexa rank is 3,688,962.
- There was sudden drop in keyword rankings “August 2018” due to “Google Medic Update”, we have analyzed and worked on the website to improve rankings. Most of the rankings has improved in September 2018 compared to August 2018.



- Number of index pages in search engines has been improved. In December number of indexed pages are 50 and in October it has increased to 193.
- We have improved mobile speed & desktop speed to the website. In December, mobile speed – 45, desktop speed – 60. In October, the speed of mobile & desktop speed is 83 and 92.
- Increased 70 Facebook likes from December - 2017 to October – 2018 through regular social media optimizations.
- Traffic has gradually increased from December 2018. In December impressions were 2,998, received 54 clicks for 390 keyword variations. In October 2018, impressions are 10,855,378 and receiving clicks for 725 keywords variations.





**Client Testimonial:**

**Dr. Swetha Says –**

We have been associated with Samskriti for over two years and we are happy with their professional approach and attitude towards the social media marketing. Their approach is unbiased and methodical towards any issues which we have encountered.